

leisure opportunities

14-20 January 2020 Issue 779

Your careers & recruitment partner

Everyone Active reveals boutique format

Everyone Active is piloting a new boutique exercise format, which it plans to roll out across its portfolio of leisure centres throughout 2020.

The operator has set up a joint venture with HIIT specialist Speedflex and created a new workout called Fortis, Powered by Speedflex.

Three Fortis studios will open at Everyone Active centres in January, with at least seven more being launched by the end of the year.

Each Fortis studio will be located in a newly created, bespoke space and will offer 30-minute HIIT workouts based on Speedflex machines, which generate personalised resistance levels.

The studios will also include Fortis-branded functional fitness stations, while workouts will be tracked using MyZone technology.

According to Duncan Jefford, regional director of Everyone Active, Fortis will play a "hugely important role" in the operator's plans to diversify its offering and future proof the business.



■ Fortis studios will be located in bespoke spaces

"We are continuing to develop our third-party partnerships, but felt it was important to create our own product alongside this," Jefford said.

"A joint venture with Speedflex is the perfect next step for us, allowing us to offer our members a premium boutique experience."

[READ MORE ONLINE](#)



Fortis allows us to offer members a premium boutique experience

Duncan Jefford



SPORT

Sport England to help poorest kids get active

£500,000 grant given to charity Sport Inspired

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SPA

Glass House Retreat and spa opens in Essex

Eco-friendly property focuses on sustainability

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Sue Campbell receives damehood, as sports people feature heavily in New Year's Honours

Former UK Sport chair, Baroness Sue Campbell, has received a damehood in this year's New Year's honours list.

The long-time sports administrator – who was named by the BBC as one of the 100 most powerful women in the UK in 2013 – became baroness in 2008 in recognition of her successful tenure at UK Sport.

"These things are an immense privilege, but they're also something you accept on behalf of an awful lot of other people who make your job possible," Campbell said.

Campbell was among a host of sports people receiving honours on this year's list.



■ Campbell was made a baroness in 2008 for her work at UK Sport

"These things are an immense privilege but they're also something you accept on behalf of an awful lot of other people"

A number of players and staff associated with the World Cup-winning England cricket team received

recognitions. Eoin Morgan, England's one-day captain, was made CBE, while there were OBEs for coach Trevor

Bayliss and all-rounder Ben Stokes. Other players in the team to have received honours were Jos Buttler and Joe Root – both MBEs.

There were other cricket-related honours too. Former West Indies cricket captain Clive Lloyd received a knighthood, while Colin Graves, chair of the England and Wales Cricket Board was made a CBE.

Women's sport was well-represented in this year's list, with taekwondo double Olympic gold medallist Jade Jones being given an OBE, alongside Solheim Cup captain Catriona Matthew. In addition, Jane Allen, British Gymnastics CEO, was given an MBE.

Former MP Nicky Morgan to stay on as culture secretary – will run department from House of Lords



■ In a surprise move, Morgan has been made a life peer and will lead the DCMS from the House of Lords

Nicky Morgan has been reappointed culture secretary, despite having retired from the House of Commons as a member of parliament.

In a surprise move, Prime Minister Boris Johnson has made Morgan a life peer, allowing her to continue to lead the Department for Digital, Culture, Media and Sport (DCMS) from the House of Lords.

Her post is, however, understood to be a temporary one, ahead

"The abuse for doing the job of a modern MP can only be justified if Parliament does what it is supposed to do"

of a major reshuffle of the cabinet in January – expected to take place after Britain has left the European Union.

Morgan, the former MP for Loughborough, announced she would stand down following the December general election.

In October 2019, she published an open letter in which she cited the

"abuse for doing the job of a modern MP" as part of the reason for her decision.

"The clear impact on my family and the other sacrifices involved – and the abuse for doing the job of a modern MP – can only be justified if, ultimately, Parliament does what it is supposed to do," Morgan said in the written statement.



■ The new appointments are (from left) Gemma Williams, Chris Foster, Emma Thomas and David Gerrish

"The positions are the result of the growing strategic partnership between the two organisations"

Sport England funds four new management appointments at ukactive

Sport England is providing ukactive with funding that has allowed the non-profit organisation to expand its management team with four new appointments.

According to ukactive, the four new members of staff will "help grow its membership base" and are the result of a growing strategic partnership with Sport England – which aims to "maximise the opportunities and reach of the nation's physical activity providers".

The new recruits are Chris Foster, who has been named head of learning and development; David

Gerrish, the new head of digital transformation; and Gemma Williams and Emma Thomas, who will both be client services managers.

"The partnership with Sport England is built to help reinvigorate the physical activity sector to develop and improve its offer to get people more active," said ukactive chief executive Huw Edwards.

"With these team members in place, we are ensuring that our members receive the best support available in their work to get the nation moving more."

All four have extensive experience in the physical activity and sport sector.

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At-home fitness group Echelon Fitness signs up designer **Eric Villency**

At-home fitness company Echelon Fitness has signed a partnership deal with interior and product designer Eric Villency.

The deal will see the Villency Design Group create and develop a range of fitness equipment for Echelon, which currently provides indoor exercise bikes and mirror-like "Reflect" fitness solutions for the consumer market. Echelon also offers personalised workouts and an online community.

"We believe that good design isn't determined by price and it doesn't have to be expensive"

Villency Design Group has previously produced and developed designs for a number of leading fitness companies – including SoulCycle and Peloton – as well as iconic brands in other sectors, such as Mercedes-Benz, Delta, The Ritz-Carlton and ebay.

"Echelon Fitness' success has been driven by providing a great fitness experience

at a tremendous value – and we believe that good design isn't determined by price and it doesn't have to be expensive either," Villency said.

"We look forward to enhancing their designs and helping take the rider experience to the next level. Our philosophies align, great design and fitness should be accessible."

■ Led by Eric Villency (pictured), Villency Design Group has previously produced and developed designs for leading fitness companies – including SoulCycle and Peloton

Celebrity nutritionist **Amelia Freer** launches wellness retreat at Lime Wood

Shelley Hepringdon Hall hotel in Devon, UK.

Freer has her own private London clinic, has published four books and has worked with celebrities such as James Corden and Sam Smith to improve their health and wellbeing.

Freer said: "After years of witnessing the health challenges we all face, I've created a whole body, holistic, nourishing and educational three-day retreat for guests.

"Combined with Lime Wood's setting and impeccable standards, I know it will be a truly nurturing experience for all".

An Elemis expert, Freer collaborates with Lime Wood to host events and workshops



■ Freer has worked with celebrities such as Sam Smith

"Combined with Lime Wood's setting and impeccable standards, I know it will be a truly nurturing experience for all"

as well as influencing the menu across the property

The retreat is designed to help participants improve

their health and wellbeing and includes over six hours of varied sessions with Freer. These include

interactive workshops on stress reduction and how to develop healthy sleep habits, as well as talks and cooking demonstrations on subjects ranging from 'The foundation of a good diet' to 'How to eat well when you're always busy'.

In support of this, all meals offered on the retreat will be selected from menus created collaboratively by Freer and Lime Wood's chefs, Luke Holder and Sheila Hulme.

With a roof inhabited by a living herb garden, the three-floor spa includes eight single treatment rooms and two couples' rooms alongside a forest-view sauna, mud house and a hydro pool.



■ Peake is the first British-funded astronaut and spent 180 days on the ISS

Astronaut **Tim Peake** calls for more investment in science-based attractions

British astronaut Tim Peake has urged the UK government to invest more in science, education and research and development.

Since 1994 players of the National Lottery have raised more than £596m for science-related projects, with more than £310m of that sum going to science centres and museums across the UK, including The W5 Science & Discovery Centre in Belfast and the Science Museum in London.

Speaking at an event celebrating the UK National Lottery's 25th birthday, Peake told the PA news agency that

lottery funding enables children to visit science centres and museums for free, encouraging an interest in these subjects for visitors to potentially go on to work in a scientific field.

"Lottery funding allows these establishments to increase their attractions and to improve the number of exhibits that are there, and also keep the UK at the forefront," said Peake.

"It's played a significant part in furthering science and education over the past 25 years and this can be seen in abundance through these attractions."

"Lottery funding allows these establishments to increase their attractions and to improve the number of exhibits that are there"

MEET THE TEAM

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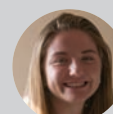
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MY CAREER

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

Ross McCaw

FOUNDER AND CEO

OurPeople

{ "I was always more comfortable teaching myself new skills than learning at school" }

What is your current role and what does your job involve day-to-day?

I'm founder and CEO of OurPeople, an app-based workforce communications platform, which allows managers to communicate in real-time with deskless workers using 'cards'. Since our launch in 2014, we've become really popular within the UK fitness market.

We launched our first office in the US 18 months ago, so my time now is spent between the UK and US teams. My main focus is growing these teams and developing a long term vision for where the product and business is headed.

Tell us about your career so far

I've always had an entrepreneurial spirit and, as a youngster, was more comfortable teaching myself new skills than learning at school. Although I did well academically, and was offered a number of university places, I deferred to focus on business ideas. In the end, I never made it to university, as I co-founded my first company Cap2 Solutions, with Pete Walker.

While working at my local leisure centre, I noticed there were issues with swimming lesson organisation. Pete and I developed a software solution we called CoursePro, which set out to simplify swimming lesson administration and management. It was quickly taken up by the centre, and then by many others. After three years of acquiring amazing clients, our business, Cap2 Solutions, was bought by Jonas Software.

What led you to develop OurPeople?

A huge part of developing CoursePro revolved around working with swim teachers. I noticed



a huge disconnect between how employers communicate with these front line staff members. Despite being face-to-face with customers every day, they were constantly left out of the loop in terms of business communications.

I saw a large part of the problem was employers' dependence on email.

Front line employees rarely access a computer during work hours, so messages sent this way aren't always read quickly. I noticed a need for a communication tool that would impact minimally on front line workers' day-to-day lives. Accessible on a smartphone, it would keep them connected, informed and feeling valued. That was the idea that led me to eventually develop OurPeople.

What's the most important thing you've learned since setting up OurPeople?

The most important thing I've learned is that it is an enormous challenge to build a tool that solves every front line business communication problem. We set out with what seemed like a simple remit – to build a product centred around engaging the huge numbers of front line, deskless workers around the world. However, what became apparent quickly was the scope of this task. It has been a long, scientific process to get the platform right, to make it simple enough to fit in with busy lives, engaging enough to motivate people to use it, and targeted enough to only share relevant information with the right individuals at the right time.

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LEISURE CENTRES

Fusion invests £2m in eight centre upgrades

Eight leisure centres operated by Fusion Lifestyle have received upgrades to their fitness provision during December, as part of a £2m investment programme.

Each of the eight facilities will benefit from new fitness equipment provided by Life Fitness, including new cv machines, fixed weight resistance machines, free weights and new functional training equipment.

The works were part of a push to upgrade and get the centres ready ahead of an expected influx of new members in January.

The investments form part of Fusion's larger investment strategy across its facility portfolio.

The operator is currently working on a £5.9m redevelopment at Ivybridge Leisure Centre in Devon, where works include the installation of a new six-lane pool with a retractable glass roof.

On the other side of the country, in Newcastle, a £7.5m restoration of Newcastle City Baths is due for completion in January 2020. The Turkish baths and one of the original pools are being fully restored, alongside the build of two group exercise studios, a new gym and new changing facilities.

Fusion Lifestyle currently operates more than 90 facilities across the UK.

[READ MORE ONLINE](#)



■ The operator is upgrading the gym offering at the eight sites



The works, which took place in December, are part of a push to upgrade and get the centres ready ahead of an expected influx of new members in January

INACTIVITY CRISIS

Sector bodies send open letter to political leaders



The wellbeing of young people is in decline

Lisa Wainwright, one of the 40+ signatories

More than 40 sport and physical activity industry leaders from across the UK have signed an open letter urging the main political parties to address the "alarming public health emergency" of inactivity among young people.

Addressed directly to the leaders of all the main UK political parties, the letter calls for investment in teacher training and school sport facilities to ensure every young person enjoys 60 minutes of sport and physical activity every day.

"On behalf of the country's leading sport organisations, we ask for your commitment to tackle an alarming



■ The letter calls for investment in teacher training

trend," the letter reads. "The wellbeing of young people across the UK is in decline. This comes at a time when they are increasingly missing out on the benefits of sport and play."

Signatories of the letter include Barry Horne, CEO of Activity Alliance, ukactive CEO Huw Edwards and Lisa Wainwright, CEO of Sport & Recreation Alliance.

[READ MORE ONLINE](#)

TECH

Life Fitness adds on-demand classes to CV equipment



Exercisers can have an engaging cardio experience

Dan Wille

Equipment supplier Life Fitness has created on-demand digital programming for its commercial CV equipment.

Called Life Fitness On Demand, the new service will see digital classes being made available exclusively on the touch screens of Life Fitness premium cardio products – including treadmills, ellipticals, climbers, cross-trainers, and exercise bikes.

Classes are designed to reach exercisers of all fitness levels, range between 10 and 40 minutes and offer a wide variety of difficulty levels, coaching styles, and music genres.



■ Life Fitness will produce its own content

Life Fitness has partnered with New York, US-based studio NEOU to produce and film the classes.

Dan Wille, Life Fitness' global VP of product development, said: "With the introduction of Life Fitness On Demand, exercisers can have an engaging cardio experience on a variety of equipment in clubs and other commercial fitness facilities around the world," he said.

READ MORE ONLINE

PT DEAL

Total Fitness acquires Pro-Fit Personal Training

Mid-market health club operator Total Fitness has acquired Pro-Fit Personal Training.

The deal follows a five-year partnership between the two companies and will result in 150 self-employed personal trainers being transferred to Total Fitness.

The operator says the move will provide its members with easier access to specialist personal training services that "cater to a wider range of budgets and abilities".

In return, the trainers will have access to a suite of benefits – including training courses to aid



■ The deal will see 150 PTs transfer to Total Fitness



This is a hugely exciting acquisition for us

Sophie Lawler

their professional and personal development.

Total Fitness currently operates 17 clubs across the North of England and Wales.

"This is a hugely exciting acquisition for us," said Sophie Lawler, CEO of Total Fitness.

"We've spent the last year reclaiming our purpose as a health club and working to put the fitness offering back into the heart of the business."

READ MORE ONLINE

Being active reduces risk of prostate cancer

A large-scale study on genetics has shown that being more physically active reduces the risk of prostate cancer.

A study of 140,000 men found that those with a variation in their DNA sequence – which makes them more likely to be active – had a 51 per cent reduced risk of prostate cancer, when compared to those who didn't have the variation.

Conducted by the University of Bristol, the research is based on the largest ever study to use genetics as a measurement for physical activity and its effect on prostate cancer.

READ MORE ONLINE



STRONG PARTNERSHIPS

"Our vision was to create a destination gym that set us apart as one of the best private training gyms in the UK. Our partnership with Eleiko has allowed us to create a world-class gym for the everyday athlete."

Ollie Marchon, MARCHON Athletic



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RAISE THE BAR

GRASSROOTS

Sport England to help poorest kids get active

Sport England is investing in a programme designed to offer children from some of the country's poorest areas the opportunity to get physically active.

The grassroots sports body has handed a £500,000 grant to Sport Inspired, a charity which offers youngsters the chance to try out sports that may not have traditionally been accessible in their area.

The funding is expected to see more than 9,000 children, young people and families benefit from Sport Inspired's "United by Fun" programme over the next four years.

Among the initiatives will be one-day sports festivals, which give young people

the opportunity to try a activities such as parkour, martial arts and fencing.

"The project will focus on the communities who are most in need, working with local schools, sport clubs and community partners to provide more opportunities for local young people to access sport or physical activity," said Mike Diaper, Sport England's executive director of children and young people.

"The focus will be on the joy of taking part. Our research shows that enjoyment above competence is the main driver in children getting and staying active."

[READ MORE ONLINE](#)



■ The funding will see more than 9,000 young people benefit



The focus will be on celebrating the joy of taking part

Mike Diaper

CHILDREN AND SPORT

British Blind Sport launches research project



The study will look at how visual impairment impacts physical activity

Matt Reeves

British Blind Sport is launching a year-long research project, which will investigate the physical development rates of children with sight loss, compared to their sighted peers.

Working in partnership with the Thomas Pocklington Trust and the University of Central Lancashire (UCLan), the research will explore whether any link exists between a child's sight levels and physical health levels, including measuring motor skills.

One of the goals of the study will be to identify the possible impact that reduced physical health or



■ The study will compare sight levels and fitness levels

motor skills rates may have on a child's individual mental wellbeing.

"This is a fantastic opportunity to better understand how visual impairment and the development of motor competences potentially impact physical activity levels and the subsequent influence this has on social and mental wellbeing," said Matt Reeves from UCLan.

[READ MORE ONLINE](#)

Sports news

MAJOR EVENTS

Five sports secure elite funding ahead of Tokyo 2020



The funding is all about maximising medal potential at Tokyo

Chelsea Warr

Five sports have secured additional funding towards their high-performance programmes ahead of the Tokyo 2020 Games.

Elite funding agency UK Sport will invest up to £325,000 to support the GB women's basketball team – in the hope that the team will qualify for the Tokyo 2020 Olympic Games.

Team GB is set to travel to China in February for an Olympic qualification tournament, where it will face Spain, China and South Korea.

The other four sports to benefit from the latest funding round are



■ Archery is among the sports to receive funding

archery, fencing, skateboarding and wheelchair fencing.

The quartet is set to share a total investment of £279,243.

"The additional investments we are announcing today are all about further maximising Tokyo medal potential following some strong performances in 2019 across a number of our summer sports," said Chelsea Warr, Director of Performance at UK Sport.

[READ MORE ONLINE](#)

DISABILITY SPORT

England Netball sets out its disability strategy

England Netball has published its new Disability Strategy, outlining plans to increase participation numbers among deaf and disabled women and girls.

The strategy has been introduced off the back of Sport England's *Active Lives* report, which found that disabled people are twice as likely to be physically inactive than non-disabled people.

In addition, it found that while nearly 1 million people played netball during 2017-18, only 448 deaf and disabled people took part in England Netball sessions during that period.



■ Just 448 disabled people attended England Netball sessions



The strategy gives people a glimpse into our future

Richard Evans

Addressing that disparity, the strategy includes plans to get more than 5,000 deaf and disabled people to participate in netball programmes by 2021.

"The strategy gives people a glimpse into our future and outlines our ambition to understand and maximise opportunities in netball for disabled people," said Richard Evans, strategic lead for disability at England Netball.

[READ MORE ONLINE](#)

Educational programme launched for Welsh sport

Sport Wales has introduced a new initiative to make training and educational sessions more affordable for those involved in the country's sports sector.

Launching in January 2020, The Communications Learning and Insights Programme (CLIP) will provide regular access to education and training opportunities. The programme is a joint approach from the Sport Wales communications and insight teams and will offer training and support focussed on areas such as evidencing impact, using data and social media.

[READ MORE ONLINE](#)

Show preview promotional feature

If you're in the leisure industry there's only one place to be from Tuesday January 28th to Thursday January 30th and that is **SPATEX 2020**.

Send yourself to Coventry in January!

With the cream of the international wet leisure industry gathering at the Ricoh Arena's Ericsson Hall in Coventry, this year's SPATEX promises to be a spectacular one. As well as a busy trade floor, the event will offer a comprehensive educational programme.

Looking to reduce energy bills?

Conscious of climate change and the need to reduce the Industry's dependency on plastic, SPATEX 2020 aims to promote an awareness of the environment. Talks and demonstrations in the double programme of free seminars and training workshops will, among many other subjects, focus on how we can all play our part in becoming more eco-aware.

- Wednesday 29 January 11:00 (Arena 1) – **Energy Savings for your Pool**
- Wednesday 29 January 13:30 (Arena 1) – **Energy Savings via the use of Automatic Valves**

In addition, the show's 100 companies will showcase a range of sustainable products and services.

Pick up vital skills and CPD points

SPATEX's double seminar and workshop programme provides free education for the industry. This year, there are 22 different sessions running throughout the three days of



■ SPATEX 2020 offers a large exhibition floor and a comprehensive educational programme

the show. Of these, 16 are new titles and six are promoting green issues.

Led by a host of eminent industry experts and supported by industry bodies, such as the Institute of Swimming Pool Engineers (ISPE), the programme includes the latest guidance on good building practice, health and safety and legionnaires' disease.

The Pool Water Treatment Advisory Group (PWTAG) will be hosting a special day of seminars on water treatment and best practice on Thursday January 30th. Seminars include:

- Wednesday 29 January 14:15 (Arena 1) – **Types of Bacteria in Pools and Spas**
- Thursday 30 January 12:15 (Arena 1) – **Supporting Operators with Health & Safety Law and Guidance in Swimming Pools**

There will also be a parallel seminar programme with a host of diverse topics, ranging from setting up e-commerce webshops to European Standards post-Brexit.

Elsewhere, the STA (Swimming Teachers' Association) is holding a Pool Plant Conference, which will include an update on safety training awards and pool plant qualifications.

Hands-on demos

There's nothing like someone showing you how it should be done! Leaks in pools and spas are the bane of a leisure manager's life. To help with the issue, there is a leak detection masterclass on Tuesday 28 January in Seminar Arena 1 (13:30 – 14:30). There is also a pump strip-down masterclass on Wednesday 29 January in Seminar Arena 1 (12:30 – 13:30). ●


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SWIMMING TEACHING

STA and Leisure Opps extend partnership

The Swimming Teachers' Association (STA) and Leisure Opportunities have extended their strategic partnership.

The extension is part of an on-going effort to attract more swimming teachers into the leisure industry and bridge the skills gap.

Leisure Opportunities will continue to support STA's aims of addressing the shortage of swimming teachers in the UK. It will do this by promoting the career opportunities available in swimming to a wider leisure audience over the next 12 months.

The partnership follows the 2019 *Industry Swimming Teachers Recruitment Survey*, published by STA in October

2019, which revealed that difficulties in recruiting trained swimming teachers continue to create widespread problems for many swim schools across the UK.

According to the research, 62 per cent of swim schools see the skills gap "majorly impacting on the opportunity for children and adults to learn how to swim".

"As an industry, we have a big job to do in attracting new people to the sector and we're committed to supporting the STA in raising the profile of swimming teaching – as well as championing the work of swimming teachers," said Liz Terry, editor of *Leisure Opportunities*.

READ MORE [ONLINE](#)



■ Majority of swim schools have been impacted by the skills gap



We're supporting the STA in raising the profile of swimming teaching

Liz Terry

PROGRAMMING

Swim England's Learn to Swim Programme goes global



All of the programme's Swim Awards have now been translated into Lithuanian and Banga has presented its first Stage Awards to its swimmers

Swim England's Learn to Swim Programme has been adopted by a Lithuanian swimming club – marking the project's international entry.

Plaukimo Klubas Banga contacted Swim England in June 2019 with the view to implementing the framework.

Following consultations, the programme was introduced at the club in November 2019.

All of the programme's Swim Awards have now been translated successfully into Lithuanian and Banga has presented its first Stage Awards to its swimmers.



■ Banga is the first non-UK club to use the programme

The team at Banga is also receiving ongoing training and reviews from the Swim England Learn to Swim Team.

According to Sigita Špokienė, general manager at Banga, the introduction of the programme has already brought 'added value' to the club.

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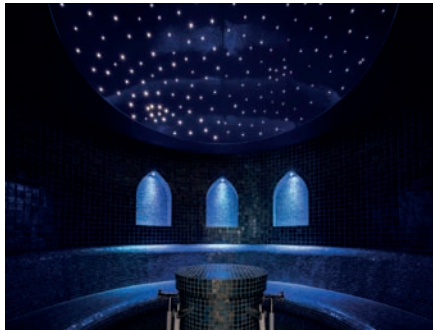
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MARKETING

Agua London launches "Spa Social"

The Tom Dixon-designed agua London spa has revealed details of its 2020 Spa Social wellness event.

The spa is part of the Sea Containers London hotel.

Drawing inspiration from Roman spa culture, the event will be focused on bringing people together through health, wellness and social interaction.

The evening event is set to include a treatment package and exclusive access to agua's wellness facilities between 6:30pm and 9:30pm.

Guests will be entitled to receive one 10-minute head, neck and shoulder massage, two glasses of Laurent Perrier champagne and a

healthy food offering from agua's Spa Cuisine Menu.

Guests will also be offered mudpacks, which can be self-applied in agua's steamrooms and washed off underneath rain showers.

Following treatments, guests will be able to spend the rest of their evening in the lounge, where the air will be infused with de Mamiel's Altitude Oil. The product is claimed to "clear the mind and boost the immune system".

The events during 2020 will take place on 14 January, 11 February and 10 March, with each individual booking costing £80 per person.

[READ MORE ONLINE](#)



■ Guests will be able to benefit from agua's opulent facilities



Drawing inspiration from Roman spa culture, the event is focused on bringing people together through health, wellness and social interaction

PRODUCT INNOVATION

Combat-ready: military helps create new line of skincare



The U.S. military established the original wellness lifestyle

Benjamin Bernet

The US military has helped develop a skincare line, designed to meet the needs of the military personnel.

Founded in 2018, US-based BRAVO SIERRA claims to be the first military-native wellness company. Products were developed with the help of 1,000 people on active-duty, who engaged in field-testing and provided feedback.

The brand's range features eight items including products for the body, hair, and face. The most popular item is the 100 per cent biodegradable cloth wipe, made with antibacterial agents that can clean an entire body.



■ The products have been genuinely 'field-tested'

Co-founded by Benjamin Bernet and Justin Guilbert, BRAVO SIERRA takes its name from the NATO phonetic alphabet and alludes to cutting through the BS.

"We started BRAVO SIERRA with the mindset that the U.S. military established the original wellness lifestyle, with optimised mental and physical health," said Bernet.

[READ MORE ONLINE](#)

Spa & wellness news

NEW SPA

Fairmont Windsor Park announces spa plans



We're proud to bring the Fairmont brand to Arora's portfolio

Surinder Arora

Accor and Arora Group have signed a deal for a new hotel and spa to be operated under the Fairmont brand.

The 200-room Fairmont Windsor Park is undergoing a £140m redevelopment and will open in the second half of 2020.

Previously an Arora property called the Savill Court Hotel and Spa, the hotel will be the third Fairmont property in the UK, joining The Savoy in London and Fairmont St Andrews in Scotland.

The new Fairmont will feature a 2,500sq m spa and wellness area curated by Lisa Barden, spa and wellness director of Arora Group and



■ The new Fairmont will feature a 2,500sq m spa

former chair of the UK Spa Association. The spa will have 14 treatment rooms, four wellness rooms and a VIP Spa Suite.

Surinder Arora, Arora Group founder and chair, commented: "We're incredibly proud to bring the Fairmont brand to Arora's growing hotel portfolio. Our team cannot wait to open the door to our first guests and ensure they receive the highest standards of service in this beautiful property."

[READ MORE ONLINE](#)

NEW OPENING

Eco-friendly Glass House Retreat and spa opens in Essex

The Glass House Retreat, a new eco-friendly health and wellness retreat, has opened in Bulphan, Essex.

It was developed by Jarvis Development Group, a family-run construction firm based in Essex, and is the brainchild of co-founder and director Joy Jarvis.

The eco-friendly retreat was purpose-built with the end-user in mind and features solar panels, a ground source heat pump and rain water recycling technology.

It boasts a range of facilities including a spa with eight treatment rooms,



■ The retreat was created by Jarvis Development Group



The Glass House began as the passion project of my mother Joy

Russell Jarvis

a salt block sauna, pool, cryotherapy chamber and a communal lounge and dining area, while a fitness studio and gym, outfitted with Matrix fitness equipment, completes the offering.

Russell Jarvis, financial director and co-founder of The Glass House, said: "The Glass House began as the passion project of my mother Joy, who has been visiting wellness retreats for years."

[READ MORE ONLINE](#)

Bvlgari's CBD massage backed by scientists

Bvlgari Spa London, UK, has recently launched an collaboration with CBD brand Kloris for the creation of the Kloris Stress Melting Ritual.

The 90-minute treatment uses Kloris' natural CBD balm, with aromatherapy oil and hot stones.

Founded in 2018, Kloris was started by three multi-disciplinary experts.

Its products have been formulated by Cambridge plant scientists and it operates with sustainability measures, such as producing 95 per cent of packaging from biodegradable materials.

[READ MORE ONLINE](#)

Scotland moves in on sharing economy

There are many good things about sharing economy accommodation platforms, such as AirBnB and Home and Away.

They provide greater choice for consumers and increase the accommodation stock of destinations, thereby increasing the revenue generated by tourism. They also provide small operators with an easy route to market and the commission rates that small accommodation operators pay for using these sites is generally significantly less than what they would have to pay to list their property through OTAs such as hotels.com.

The impact that these companies have had on the UK tourism landscape is nothing short of remarkable. Less than 10 years ago, AirBnB didn't exist in the UK, yet today there are almost 500,000 properties available on sharing economy websites.

This explosion in the number of properties available to rent through sharing economy platforms, however, does not come without its own set of problems.

Local authorities are concerned with the amount of residential accommodation that is being reallocated to visitor accommodation, local communities are increasingly concerned about "over-tourism" and the industry is concerned that many of the people listing properties are unaware of the legal requirements associated with providing tourism accommodation.

Setting the standard

As a bare minimum, any person providing tourism accommodation must undertake both a fire safety and a health and safety

assessment of the property. And, if the property has any gas appliances, these must be Gas safe inspected annually.

Yet a recent analysis of properties listed on AirBnB suggests that many operators are not undertaking even this basic level of regulatory compliance.

Work undertaken by AirDNA indicates that of the 380,000 active properties listed on the website, the operators of almost 45,000 properties acknowledged that they didn't even have a smoke detector installed.

To address these problems, the Scottish Parliament will introduce legislation to enable local authorities to operate licensing schemes for tourism accommodation providers. This will enable councils to control the amount of residential accommodation stock being used for tourism accommodation, help ensure the safety of visitors by improving regulatory compliance and permit councils to shut down operators who cause problems.

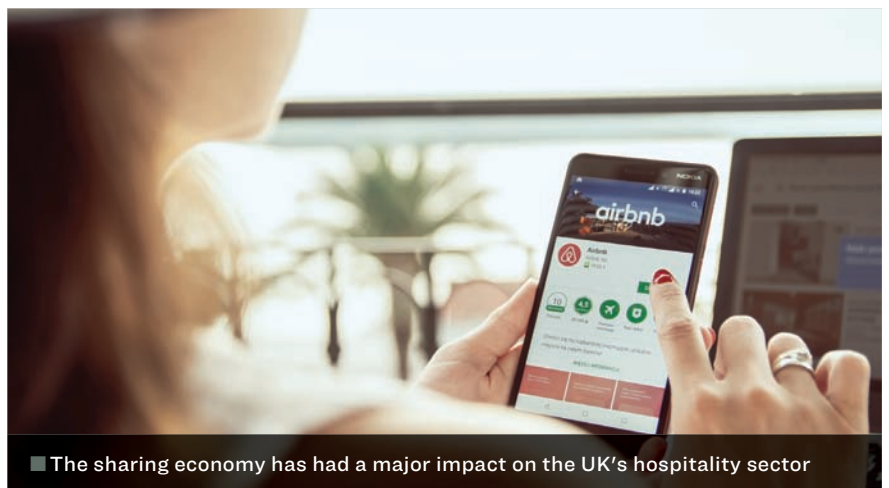
It is the type of legislation that Westminster also needs to consider.



■ Kurt Janson is director of the Tourism Alliance



A recent analysis of properties listed on AirBnB suggests that many operators are not undertaking even this basic level of regulatory compliance



■ The sharing economy has had a major impact on the UK's hospitality sector

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NEW OPENING

Bewilderwood to open second site

Bewilderwood, the adventure park that combines storytelling with outdoor play, is set to open its second site in Cheshire.

The new park, which is expected to open in Q2 2020, will occupy 70-acres of countryside beside the historic Cholmondeley Castle in South Cheshire, and expects to welcome more than 300,000 visitors per year.

Designed to encourage families to engage in traditional and imaginative outdoor play, Bewilderwood is located in canopied forest and doesn't offer traditional theme park rides or attractions, offering instead activities such as

ziplining, arts and crafts, storytelling and face painting.

Its concept is based on *A Boggle at Bewilderwood*, a storybook written by Bewilderwood CEO and children's author Tom Blofeld. Both the park and the story feature a colourful cast of characters and magical tree houses and encourage parents and grandparents to play alongside their children.

Blofeld said: "From the beginning, we set out to be a smaller, more authentic and intimate experience. Our visitors feel a real sense of ownership of the park because they have the chance to experience real play in nature."

[READ MORE ONLINE](#)



■ Bewilderwood wants visitors to play and engage with nature



We set out to be a smaller, more authentic and intimate experience

Tom Blofeld

MUSEUMS

V&A Dundee nominated for European Museum of the Year



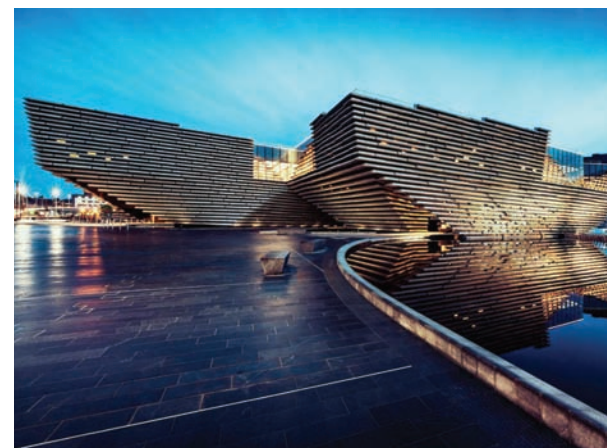
Three UK museums made it to the list – the V&A Dundee, the National Museums Scotland in Edinburgh and the National Museums Wales in St Fagans

Three UK museums are among the 61 nominated institutions nominated for The European Museum of the Year 2020 award.

Two Scottish museums made it to the list – the V&A Dundee and the National Museums Scotland in Edinburgh. The UK trio was completed by the National Museums Wales in St Fagans.

Others to have made it to the list include eight museums from Switzerland, six from Russia and five from each of Belgium, the Netherlands and Poland.

There were also four from Spain, and three each from France and Germany.



■ V&A Dundee opened in September 2018

The award winner will be announced at a ceremony as part of the European Museum Forum Annual Conference, to be held at the National Museum Wales in Cardiff between 29 April and 2 May 2020.

[READ MORE ONLINE](#)

Regenerating Slough

An extensive leisure regeneration project has transformed the physical activity landscape in Slough – one of the UK's most inactive council areas



■ The regeneration has resulted in a diverse mix of physical activity opportunities

Slough Borough Council has carried out an ambitious £62m leisure regeneration project, with the aim of reigniting the town's passion for activity and reducing health inequalities among residents.

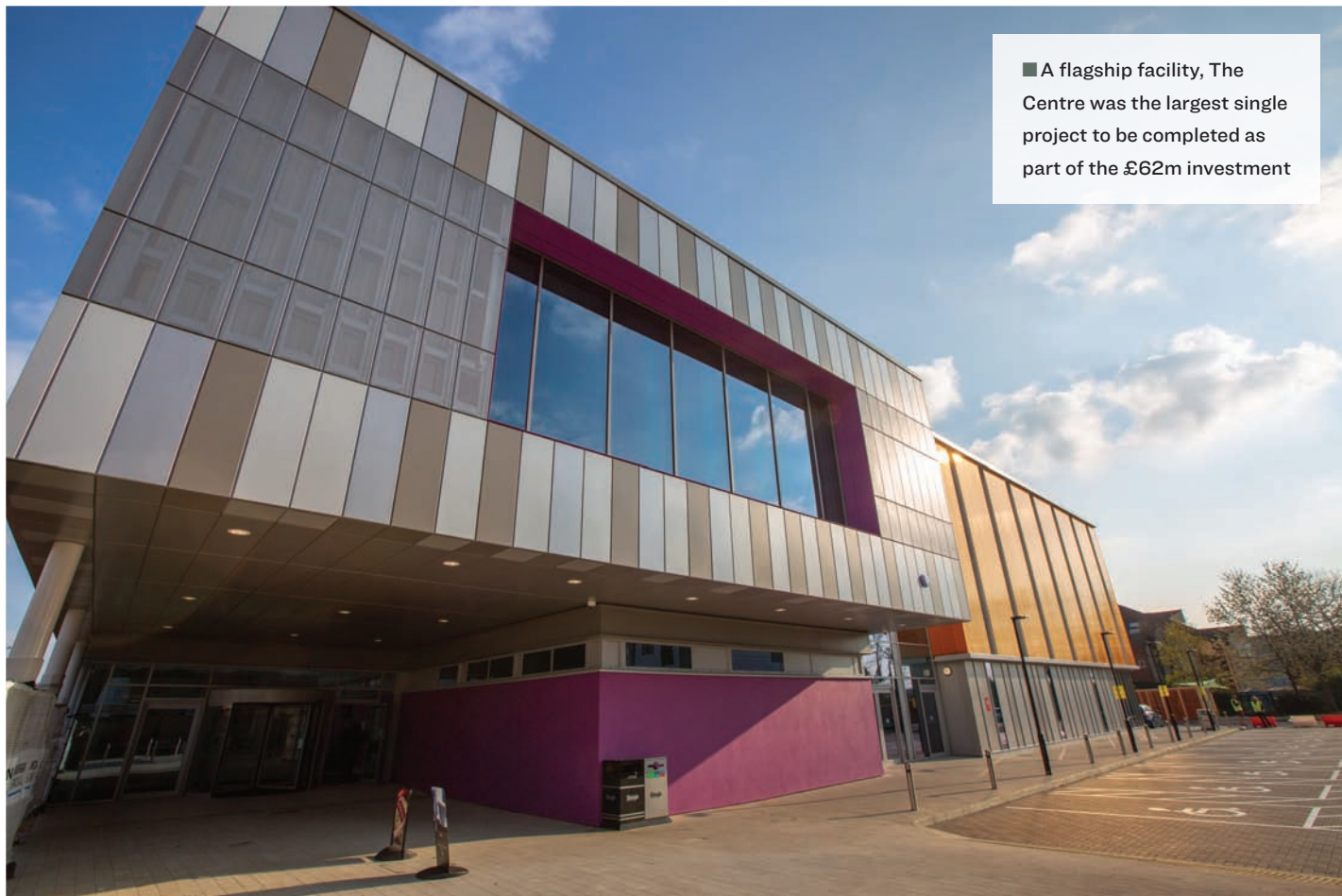
Leisure operator Everyone Active has supported the council's ambition and helped to introduce new and improved opportunities for local people to be active.

Slough is the 10th least active council area in England. To address this, the local authority has worked alongside Morgan Sindall Investments – under the partnership of Slough Urban Renewal – to drive leisure regeneration across the town. Everyone Active joined the alliance in 2017 as part of a 10-year partnership to manage four leisure sites.

Two existing leisure centres have been extensively renovated, a former ten-pin bowling alley has been transformed into a unique family activity centre and a new leisure facility has been created to replace an ageing centre.

Developing fit-for-purpose leisure facilities was a key element in the Council's plan to tackle local health inequalities. Leisure capital development was driven by a five-year leisure strategy, which outlined an ambitious plan to provide residents with the best sports and activity facilities in the region.

Capital development was driven by a five-year leisure strategy, which sought to provide residents with the best facilities in the region



■ A flagship facility, The Centre was the largest single project to be completed as part of the £62m investment

Developing fit-for-purpose leisure facilities was a key element in the Council's plan to tackle local health inequalities

Everyone Active used its experience of delivering leisure regeneration projects to support this and oversee four key projects.

SLOUGH ICE ARENA

Slough Ice Arena underwent a wide-ranging, 17-month refurbishment which saw existing facilities being significantly revamped. A new ice pad was installed, along with spectator seating for up to 724 people. The changing rooms, reception area and café were also extensively refurbished. New facilities included a climbing wall and clip 'n' climb and a 25-station fitness suite.

THE CENTRE

Slough's flagship leisure facility, The Centre, was the largest single project to be completed as part of the £62m investment. It was built to replace the Montem Leisure Centre, which was more than 40 years old and showing its age.

The Centre now provides residents with a mix of facilities, including two swimming pools, a 115-station gym, four-court sports hall with an innovative LED floor, pool-side sauna and steamroom, three exercise studios and a café.

SALT HILL ACTIVITY CENTRE

The re-imagined Salt Hill Activity Centre was formerly home to a 10-pin bowling alley before being stripped back to its shell and reinvented as a family activity centre. It offers a unique range of facilities, including soft play, a trampoline park, high ropes, bowling and caving.

LANGLEY LEISURE CENTRE

Langley Leisure Centre reopened in June 2018 having undergone a year-long renovation, which resulted in a significantly extended health club, revamped fitness studios, newly-tiled pool and updated spa. ●



■ The Slough Ice Arena was among the facilities to receive a significant upgrade



The location offers a wonderful opportunity to pay homage to its heritage, while celebrating the first port of call for Six Senses in the UK

Neil Jacobs, CEO, Six Senses



London gets its sixth sense

Six Senses has announced its plans to enter the UK market
– West London property scheduled to open in 2023



■ Architects Foster + Partners have been selected to restore the building

Six Senses London will be part of a mixed-use redevelopment of former art deco department store, Whiteleys, in Bayswater, West London and will

include 110 guest rooms and suites and a Six Senses Spa. Six Senses will also develop and sell 14 branded residences.

Whiteleys takes its name from William Whiteley, who opened his first drapery shop in 1863. A decade later, the shop had grown to a department store, becoming central to its surrounding community. In the 1980s, it was redeveloped into a shopping centre with a cinema and bowling alley. It closed its doors in December 2018.

"I feel nostalgic when talking about Whiteleys", says Six Senses' CEO Neil Jacobs. "I grew up in the neighbourhood and my parents used

■ Six Senses London will form part of a larger redevelopment project in Bayswater, west London



The hotel will have a 1,300sq m ground floor to encourage socialising – biophilia will inspire the design of public spaces

to bring me here. It's a wonderful opportunity to pay homage to this heritage and bring our brand values to life, while celebrating our first port of call for Six Senses in the UK."

Six Senses London will have a 1,300sq m ground floor laid out to encourage socialising – biophilia will inspire the design of public spaces. The ground floor will feature a lobby bar and lounge, an all-day dining restaurant with an open kitchen and seating area in the courtyard.

The spa will be reminiscent of an old-fashioned London underground station and will offer a spa journey designed to mirror the different energies of the city life. In this way, lively and vibrant areas will flow into more serene and silent ones to offer energising and restorative sensations. Highlights will include a fitness space, an indoor pool and a relaxation room with vaulted ceilings.



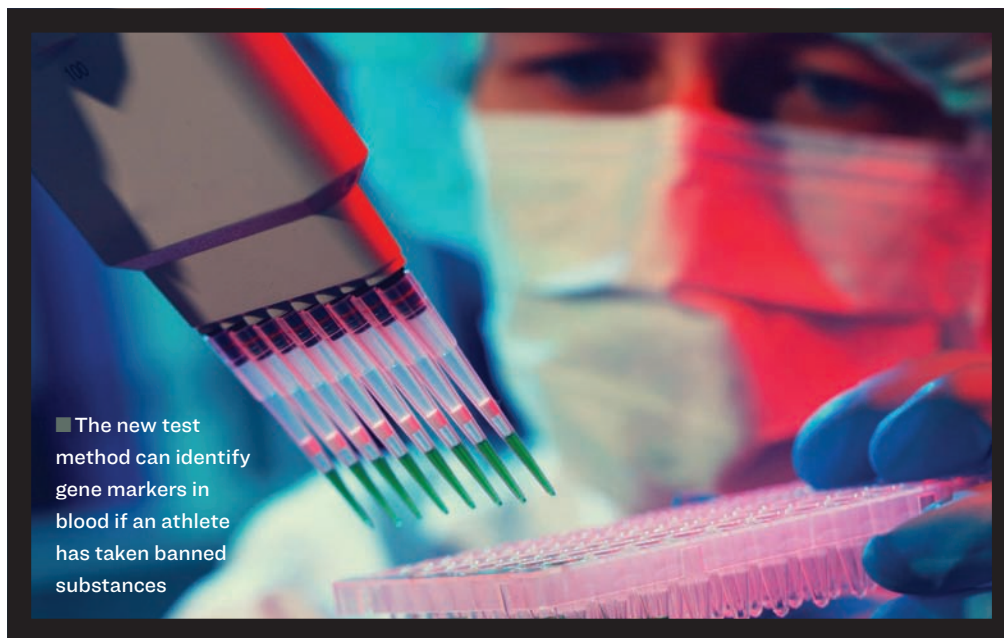
IMAGE: 08570/SHUTTERSTOCK.COM

■ The hotel will be located on the site of the Art Deco-style former Whiteley's department store

The redevelopment of Whiteleys is headed by a Meyer Bergman-advised fund, along with residential real estate developer Finchatton. Architects Foster + Partners have been selected to restore the building and they plan to preserve the original Grade II facade, central courtyard and dome, along with the internal staircase which is modelled on the staircase of the La Scala opera house in Milan.

The building's interiors will be designed by AvroKO in conjunction with executive architects EPR and its features will blend classical detailing and art deco influences with a modern streamlining.

On the second floor, residents and members will access a social and wellness club. It will feature a central bar and lounge, co-working spaces, a restaurant and wellness rooms, and offer a mindfulness programme to encourage growth, reflection and reconnection. ●



It's all in the genes

Tokyo 2020 could utilise 'groundbreaking' gene testing to catch doping cheats

A pioneering gene testing method could be ready to use for the first time at an Olympic Games this year.

According to Thomas Bach, president of the International Olympic Committee (IOC), the genetic examinations would allow blood doping to be identified several months after banned performance-enhancing drugs – such as Erythropoietin (EPO) – were used by an athlete.

This means that while the technology is still awaiting full approval from the World Anti-Doping Agency (WADA), it could be used retrospectively to assess all medal winners at Tokyo 2020.

The testing method has been developed at the University of Brighton by a team led by Yannis



The samples will be analysed by the new genetic sequencing method at the Olympic Games Tokyo 2020

Thomas Bach, president, IOC

Pitsiladis, professor of sport and exercise science. Pitsiladis researched Ribonucleic acid (RNA) which, together with DNA and proteins, are essential for all forms of life, and discovered that drugs can leave a tell-tale signature in RNA.

The breakthrough test, he said, "can identify gene markers in blood if an athlete has taken banned substances".

"The WADA labs can, with near-perfect sensitivity, measure the presence of a drug while in the body," Pitsiladis said.

"Our research focuses on the fingerprint banned substances leave behind allowing a greater window of opportunity to catch the cheaters long after the drug has left the system – this is the beauty of this approach."

Speaking at the WADA's Fifth World Conference on Doping in Sport, Bach



■ Cyclist Lance Armstrong is among the high-profile athletes to have used EPO to enhance his performances

IMAGE: MOUTON/SHUTTERSTOCK.COM

“ The new method of testing is one of four new main areas of a new, four-point US\$10m action plan on tackling doping ”

suggested that the International Testing Agency (ITA) will collect the appropriate samples to be analysed by the new genetic sequencing method as early as the Olympic Games Tokyo 2020, regardless of whether this testing method is already fully validated or not.

“In the latter case, the IOC would analyse these samples after the full validation of this new testing method,” Bach added.

The new method of testing was one of four new main areas of a new, four-point US\$10m action plan on tackling doping.

Others were the storing of pre-Games testing samples for 10 years; more money being spent on further scientific research; and the strengthening of the investigative powers of WADA. ●



■ The testing method has been developed at the University of Brighton by a team led by Yannis Pitsiladis

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In addition, to celebrate the 30th anniversary of Leisure Opps, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

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Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Health Club Management, Sports Management, Leisure Management, Attractions Management, AM2 and Spa Business/Spa Opportunities.**

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Liz Terry



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The Aquatics Development Manager will work with our franchise network to ensure the highest quality swimming lesson provision is in place company-wide and will be an integral part of the franchisor's Head Office team. They will work to develop our aquatic programmes through research into child development and ensure our teaching standards conform to best industry practice. They will support our network of over 600 teachers to be the best they can be through helping to create innovative and dynamic training content and teaching resources and will also be involved in training new franchisees in the aquatics part of the business.

The role will require you to work closely with our UK and international franchisees, head office team and teachers, therefore exceptional communication, organisation and planning skills

will be key to the success of this post. You should have proven and successful experience of teaching learn to swim lessons, developing aquatic programmes and working with individuals from a wide range of backgrounds. A sound understanding of child development and aquatics is essential.

The post will be full time and permanent and we will reward you with a competitive salary and company benefits package. It will be based in Devon, but include significant travel across our UK and international territories.

Closing date for applications is 12 noon on Monday 3rd February.

For further information please contact Hannah Smith, Group Associate Director on **07484 544 949**.

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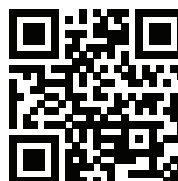
SKILLS REQUIRED

You will be part of a team made up of extraordinary, passionate and talented colleagues who are above average on skills, competencies and dedication, and who will take responsibility in shaping the company. We raise the bar with every hire and promotion. To be successful in this role, you will be a solid sales professional with a partner centric mind-set. You will become part of a hard-working, high performing and dynamic team.

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We are looking for a full time Senior Spa Therapist and Spa Therapist with outstanding customer service skills, client care and supervisory experience.

As a senior spa therapist with spa experience you'll have the opportunity to work with some of the best brands such as Murad, Caudalie and Jessica.

You should have a minimum NVQ level 3 in Beauty Therapy as well as being able to operate the business aspects of a spa environment such as reception duties, stock control and cash handling, delegating duties to the team, monthly meetings and supporting the spa manager to help run and build the business.

You will be carrying out all level 2 & 3 treatments as well as providing consultations, upselling retail and treatments, you will be expected to give professional advice to promote treatments and products, as well as achieving and exceeding targets set by the Spa Manager.

To apply for this role, click below or scan QR code



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Spa Therapist

As a spa therapist with spa experience, you will have the opportunity to work with some of the best brands such as Murad, Caudalie, and Jessica.

You should have a minimum NVQ level 3 in Beauty Therapy as well as being able to operate the business aspects of a spa environment such as reception duties and cash handling.

You will be carrying out all level 2 & 3 treatments as well as providing consultations, upselling retail and treatments, you will be expected to give professional advice to promote treatments and products, as well as achieving and exceeding targets set by the Spa Manager.

To apply for this role, click below or scan QR code



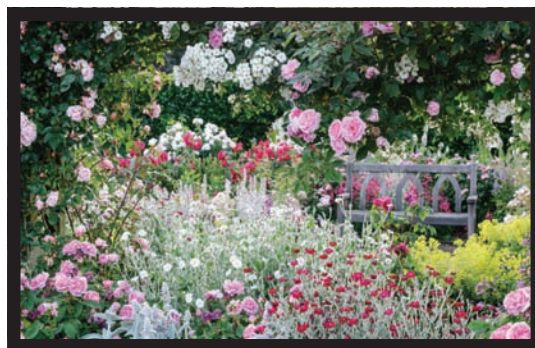
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Head of RHS Garden Rosemoor

Location: Great Torrington
Salary: £65,000 p.a.



Are you a commercial senior manager with a background in visitor attractions, leisure, heritage or the garden sector?



This exciting role offers the opportunity to combine your commercial acumen with your professional aspirations, at a level that gives you the autonomy to influence real change. You will be responsible for leading on all aspects of site management and future development, driving our goals of excellence in customer service and continued growth for the future. Leading and inspiring an integrated team, you will further develop RHS Garden Rosemoor as a first-class visitor experience.

You will have experience in working with visitors and customers in a similar or related environment and an interest in gardening or horticulture. Proven ability to manage budgets and generate increased income and visitor numbers will be key, as will the ability to strategically plan and lead change. A collaborative working style and strength in people management will help ensure your success in the role.

RHS Garden Rosemoor is an enchanting garden set in the beautiful Torridge Valley, designed to provide year-round interest and inspiration to all gardeners and garden lovers.

The Royal Horticultural Society has been the force behind gardening for more than 200 years. Today our aim is to enrich everyone's life through plants and make the UK a greener and more beautiful place. Our four current Gardens are a key part of this vision, and are amongst the finest in the country, showcasing the best in horticulture as well as being centres of learning and major visitor destinations, visited by 1.9 million visitors a year.

Closing date: 20th January 2020

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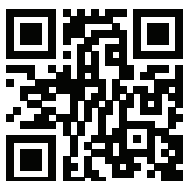
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Farmyard & Adventure Playground Manager

Salary: Circa £40,000 pa Location: Bakewell, UK

Would you like to manage an established in farm attraction on the Chatsworth Estate in the Peak District, in Derbyshire? Attracting over 250,000 visitors per year, the Farmyard and Adventure Playground is an important part of Chatsworth, set up in 1973 to show how we use the land on the estate to produce food and other materials.

To build on our success, and following the pending retirement of the current post holder, we now seek a Manager capable of continuing its development. Co-located with Chatsworth House and Garden, the working farmyard has a full programme of events and learning activities and was awarded a Sandford Award for education in 2015.

You must be an effective and dynamic team leader with significant experience in the visitor attractions industry, including experience of working with children and animals of all sizes. A good awareness of health and safety practices is a must.

We are also looking for someone with a passion for visitor experience. We need you to develop new and exciting things to see and do every year for all our visitors, across all ages, to ensure they have a great experience, with fun and learning.

You must also be an excellent communicator and a people person. A knowledge and interest in farming and countryside issues are desirable.

This is a full-time permanent position, working 39 hours per week 5 days out of 7 on a rota basis. This position is subject to a DBS check.

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truGym is currently accepting applications for freelance Personal Trainers to operate in their busy gyms. Get access to up to 6,000 members* and great facilities to operate your business - all with competitive rent rates.

If you are an experienced, motivated PT, qualified to Level 3 or above with a first aid qualification, then we'd like to hear from you.

To register your interest, please use the link below and click the 'apply' button stating which of our locations you'd be interested in.

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



Apply Now



About truGym

truGym is one of the fastest growing health club operators in the UK. Since we launched in 2010, we have rapidly grown to 11 clubs across the UK.

We have developed a sound business model, that offers affordable and convenient fitness facilities. With a focus on professional teams that are passionate about fitness and help our members achieve their goals.

The people in our business are our greatest asset. We have various roles within our clubs from cleaners to personal trainers and general managers.

We also have a focus on developing our business model through franchising. So we are always on the lookout for entrepreneurs that have the passion to establish a business that delivers great returns.

If you want to be part of an energetic and rapidly expanding business and truly have a passion to deliver excellent service and help members achieve their fitness goals, then we want to hear from you.



We are recruiting apprentices from 16-60+

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

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

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

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

 **Apply Now**




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



UNIVERSITY OF
LIVERPOOL

Fitness Consultant

Location: Liverpool, UK

Salary: £18,342 - £20,675 pa (pro rata)

Part-Time (Term-Time Only) Grade 3

Sport Liverpool delivers the non-academic sporting offer across the University. We are responsible for sports facilities, the sports scholarship programme, Athletic Union sports clubs, sport and physical activity participation programmes.

Sport Liverpool is seeking a highly motivated fitness consultant who is passionate about our members needs and can advise and train them within the University Sports and Fitness Centre and Greenbank Gym. You will need to be pro-active and outgoing to communicate with our members and uphold a professional relationship.

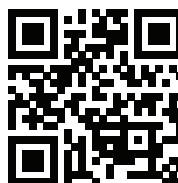
This role is about delivering exceptional customer service whether motivating members, offering a personal training service and teaching a variety of classes. The role also involves supervising the fitness suite floor offering help and support with exercise programmes and techniques and giving advice on training and lifestyle. Reporting to our Team Leaders our fitness consultants play a key role in supporting the implementation of the University of Liverpool Sports Strategy.

You should have Fitness Qualification at REPs level 3 or an equivalent qualification. This role will require you to work on a rotating shift which includes early mornings, evenings and weekends.

The post is Fixed Term until 31st May 2020.

CLOSING DATE: 20 JANUARY 2020

**For further information and to apply,
click below or scan QR code**



Careers with Coach Gym



COACH

- **General Manager**
- **Assistant General Manager**
- **Personal Trainers**

Coach is a pioneering health and fitness concept which unites a high-value gym proposition that includes group exercise with the additional option of “boutique” group fitness all in one revolutionary place.

Two boutique studios in every Coach Gym will deliver a one-hour strength and cardio interval training experience that's immersive, high-intensity and through infectious energy, pushes members to achieve more than they ever thought possible!

The Coach vision is simple. We are passionate and we are driven to deliver our members their fitness goals within an industry-leading facility with a huge sense of community, united together.

Coach will never just be “going to the gym or a class” we will ensure training at Coach becomes the best part of every members day. Our Coach team will inspire, motivate & encourage but most importantly, we will bring together a community with a shared vision of health, fitness and wellbeing.

Proud of our vision, we practice what we preach. We are family at Coach, dedicated & immensely driven, we know how to have fun and we make every moment count for everyone. We love a challenge and we will continue to innovate & evolve. We're transforming health & fitness...join the revolution.

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



Apply Now

