

## Aggregators: one in five joins a gym

A white paper charting the effects of intermediary services – or aggregators – in the fitness sector has revealed that 21 out of every 100 users will go on to join a gym directly.

The *Aggregation in Fitness* report is the result of fitness marketplace Hussle making its data available to specialised analyst Fusion Analytics – which then studied it.

The report addresses, and offers analysis, on three key questions – substitution (do existing gym members cancel to use Hussle instead); intervention (does Hussle acquire customers that traditional gym operators would have acquired anyway); and incrementality (does Hussle provide incremental value to the market).

The report shows there is some substitution – one in 100 Hussle users cancel memberships to use Hussle exclusively. However, this is offset by those who find a gym they like through Hussle – one in five (21 out of every 100 Hussle users)



■ The report uses data from fitness platform Hussle

will go on to join a gym directly.

The report also shows that 71 per cent of respondents were unlikely to have visited a gym without Hussle.

"Hussle is completely focused on growing the fitness industry and the data in this report gives us great confidence that we are doing that," said Hussle's Jamie O'Keefe.

[READ MORE ONLINE](#)



**We are completely focused on growing the fitness industry**

Jamie O'Keefe



**FITNESS**

**Third Space opens sixth club in London**

Islington site houses very first Little Space for kids

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**SPORT**

**£72m Alexander Stadium plans approved**

Commonwealth Games venue gets green light

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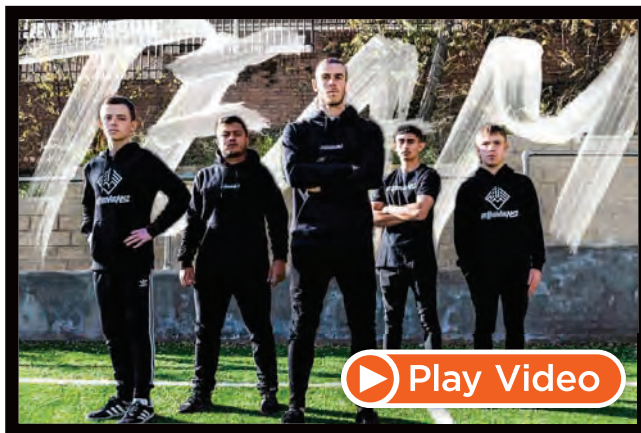
## Gareth Bale launches esports team – the Welsh star's second non-footballing business

**W**ales and Real Madrid star Gareth Bale has launched an esports team – the second leisure venture the footballer has set up in the past 12 months.

Called Ellevens Esports, the team is co-owned by Bale and 38 Entertainment Group – a company founded by entrepreneurs Jonathan Kark and Larry Cohen.

The organisation will mark its debut by entering a team at the FIFA eClub World Cup 2020 in Milan.

"My interest in eSports started about two years ago watching Ninja stream Fortnite and I naturally progressed to watching FIFA and the FIFA Global Series," Bale said.



■ Ellevens Esports will make its debut at the FIFA eClub World Cup

**"I wanted to provide an opportunity for gamers who take eSports seriously and want to play for a professional organisation"**

"The competitive side was fascinating, so I decided that I wanted to provide an opportunity for gamers

who take eSports seriously and want to play for a professional organisation at the highest level.

"I am fortunate enough to have been a professional footballer from a young age, playing at some of the world's best clubs, and I feel there are lots of similarities between real-life sport and eSports.

I want to provide the best professional environment for gamers around the world and build an eSports legacy."

In March 2019, Bale became a joint partner and investor in rowing-driven fitness concept Rowbots.

He joined CEO Sam Green and fellow investors Greg Zimmerman and Joshua Barnett in the Rowbots top team to set up a 1,800sq ft boutique studio in central London.

[READ MORE ONLINE](#)

## Awakn founder Kam Panesar plans five London sites and international expansion



■ Panesar wants to open five Awakns in London and also has 'have active leads' for locations globally

**K**am Panesar, founder and CEO of boutique fitness studio Awakn, has revealed plans to open sites across London – and ultimately take the brand global.

The first Awakn studio opened in London's Canary Wharf in October 2019. The 6,000sq ft site spans two floors and features two studios: the Arena and the Zone.

Describing the Awakn concept, Panesar said: "The Arena focuses on functional

**"Wheels are in motion to open at least five Awakns in London before expanding internationally"**

movements making you feel powerful as you 'Awakn Your Inner Athlete'.

"The purpose of the Zone studio, meanwhile, is to push our customers out of their comfort zones."

Following the success of the first site, Panesar said he is "currently negotiating heads of terms" for a second site. "Wheels are in motion to open at least five Awakns

in London before expanding internationally," Panesar told Leisure Opportunities.

"I'm closely monitoring developments in Manchester, but also have active leads for locations in mainland Europe, the Middle East and Asia.

"We believe the world is certainly in need of some Awakn'ing."

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■ Lonnie G. Bunch III was named secretary of Smithsonian in 2019

**"I have no doubt that this mutually beneficial collaboration will allow us to share innovative programming"**

## Smithsonian boss **Lonnie Bunch** reveals V&A plans

**T**he Smithsonian Institution has announced a new partnership with the Victoria and Albert Museum (V&A) that will see the curation of a new gallery at its V&A East campus.

The new campus will form part of East Bank, an upcoming cultural and educational development, worth a reported £1bn, in the Queen Elizabeth Olympic Park in East London.

Expected to open in 2023, the new gallery will explore the impact human life has had on the world around us and how humanity's relationship with nature has evolved through the topics of art and design.

The new gallery will be open for two years and

will feature a number of items, including previously unexhibited objects, from the collections of both institutions.

"The V&A's new museum in East London's Queen Elizabeth Olympic Park is a magnificent achievement for London, and I am honoured for the Smithsonian to be a part of this project," said Smithsonian secretary Lonnie G. Bunch III.

"I have no doubt that this mutually beneficial collaboration will allow us to share innovative programming on education, diversity and inclusion, and museum leadership development with a truly international audience."

**READ MORE ONLINE**

## leisure opps

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■ Grant is a professor of psychology at Wharton School of the University of Pennsylvania

## Adam Grant to deliver ISPA keynote on creating a culture of 'productive generosity'

Psychologist Adam Grant has been announced as a keynote speaker for the 2020 ISPA Conference and Expo, scheduled for 14-16 October 2020.

As a professor of psychology at Wharton School of the University of Pennsylvania, he studies how people can find motivation and meaning to lead more generous and creative lives.

Grant has authored three books; *Give and Take*, *Originals* and *Option B*, which have sold over a million copies

**"Adam's message will encourage leaders to think how they help others succeed"**

worldwide and been translated into 35 different languages. He has also contributed articles to the *New York Times*.

In addition to consulting for clients such as Google, the NBA and the Gates Foundation, Grant hosts a TED talk original podcast titled "WorkLife", which provides advice on how to make the most out of work, from learning how to love

criticism to harnessing the power of frustration.

"Adam's message on creating a culture of productive generosity will encourage us as leaders to rethink how we help others succeed", said ISPA President Lynne McNees.

"His speech will be the perfect addition to ISPA's 30th-anniversary celebration".

[READ MORE ONLINE](#)

## Icelandic Prime Minister **Katrín Jakobsdóttir** calls for 'alternative future' based on wellbeing

Katrín Jakobsdóttir, Prime Minister of Iceland, has urged for wellbeing to be given greater priority than GDP and economic growth.

Speaking at London's Chatham House international affairs think tank, Jakobsdóttir called for "an alternative future, based on wellbeing and inclusive growth".

She urged governments to take up both green and family-friendly targets, instead of just concentrating on economic growth.

Iceland is a member of the Wellbeing Economy Alliance (WEA), a global collaboration of organisations, alliances, movements and individuals working to change



■ Katrín Jakobsdóttir spoke at an event at Chatham House

**"You can always have an emphasis on wellbeing, it's just about how you prioritise it in the public budget"**

the economic system so it delivers a wellbeing economy.

The organisation defines a wellbeing economy as

one that delivers human and ecological wellbeing.

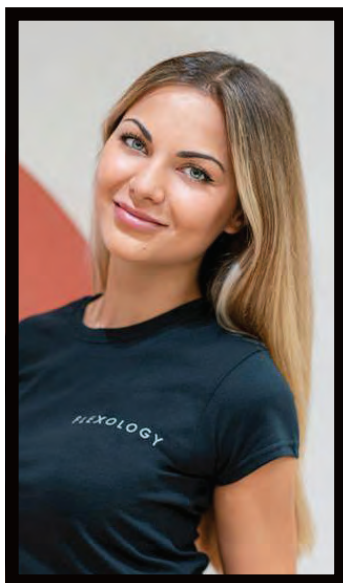
Writing for the *Evening Standard*, Jakobsdóttir

confirmed that the Icelandic government is also planning to finance this initiative, saying: "A wellbeing budget is in the works, with a number of priorities already having been identified. These include the improvement of mental health and reduction of carbon emissions."

At Chatham House, Jakobsdóttir was asked whether the creation of a "wellbeing" budget was achievable for both developed and developing countries.

She responded: "You can always have an emphasis on wellbeing, it's just about how you prioritise it in the public budget".

[READ MORE ONLINE](#)



■ The sisters launched Flexology in Canary Wharf in October 2019

[▶ Play Video](#)

## Alina and Anna Epeykina reveal plans to expand Flexology across London and beyond

**F**lexology, which markets itself as "the UK's first dedicated stretch studio", is planning to expand across London – and ultimately take the concept to a global audience.

The brand, launched by sisters Alina and Anna Epeykina, opened its first studio in London's Canary Wharf in October 2019, offering a "three-dimensional wellness experience", combining assisted stretching with healthy snacks and smoothies at the on-site café.

Flexology offers six different assisted stretches of three different lengths of time: 15, 25 and 55 minutes.

Alina Epeykina describes the studio's design as having a "futuristic spaceship feel,

combined with elements of nature, to create an out-of-reality experience".

The sisters now plan to expand Flexology across the capital.

"Our second London site will open imminently and then we plan to open one every six months, focusing on London to start with, but eventually going international," Anna Epeykina said.

"London is an ideal city to establish the concept, because it offers so much and people are always open to new ideas.

"We are also planning to create a Flexology Institute, where therapists can do the training and become certified flexperts, even if they are not working with us."

[READ MORE ONLINE](#)

**"Our second London site will open imminently, and then we plan to open one every six months, focusing on London to start with, but eventually going international"**

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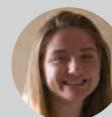
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## NEW OPENING

### Third Space opens sixth club in London

Third Space has opened its sixth full-service club in Islington, London.

Located at the Islington Square retail and leisure complex in London, the £10m club covers 47,000sq ft and is the largest health club to open in London for more than 10 years.

At the heart of the club is a 7,000sq ft "arena space" for flexible training, featuring a custom-built running track, dedicated strength training area, a bespoke functional training rig and performance cardio areas with Myzone heart-rate connectivity. Wet areas include a 20m swimming pool and sauna.

As well as a premium club facilities for adults,

Third Space Islington Square will incorporate The Little Space – a separate, dedicated kids' club.

Little Space will have its own shallow training pool, sports hall, crèche, dance studio, climbing area, athletic rig and restaurant. It will offer a range of exercise classes for children, as well as family play sessions and swimming lessons.

Third Space CEO Colin Waggett said: "The Third Space adult experience is entirely separate and offers a grown-up environment, while Little Space will be equally free to specialise in kids' facilities and programming."

[READ MORE ONLINE](#)



■ The £10m club covers a total floorspace of 47,000sq ft



**The Little Space will specialise in kids' facilities and programming**

Colin Waggett

## INTERNATIONAL EXPANSION

### David Lloyd Leisure acquires German operator



**There is a high demand for premium fitness clubs in Germany**

Glenn Earlam

David Lloyd Leisure (DLL) has acquired the Hamburg Meridian Group, which operates eight premium health and spa clubs in Germany.

The deal comes 18 months after DLL bought its first German club – in Bad Homburg in 2018 – and is "the next step" in the company's ambitious plans to expand further into the German market and across Europe.

DLL plans to invest more than £17m in the clubs to further develop their premium wellness offer.

Glenn Earlam, chief executive of DLL, said: "The Meridian Group is a



■ Hamburg Meridian operates eight premium clubs

strong and well-respected operator in the German health and fitness industry, and is a key strategic acquisition for David Lloyd Leisure.

"We have ambitious plans to further invest in and further develop the clubs, and look forward to meeting the Meridian members and team, and sharing our vision for the future."

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**POLICY**

## ukactive submits sector's budget representation



**We continue to make the case for greater investment**

Huw Edwards

ukactive has called on HM Treasury to invest more in the physical activity sector, in order to increase its impact across the full breadth of societal issues facing the UK today.

The call was made as part of ukactive's budget proposals, which were submitted to the government on 7 February. The proposals focus on six key areas – which include upgrading leisure facilities, opening up schools outside of term time and scaling activity prescriptions.

Huw Edwards, CEO of ukactive, said: "Physical activity is the golden

thread running through our society, with the potential to create healthy and thriving communities.

"Working with the new government, ukactive continues to make the case, on behalf of its members, for greater investment across those areas that are fundamental to the future health and prosperity of our nation."

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■ The proposals focus on six key issues

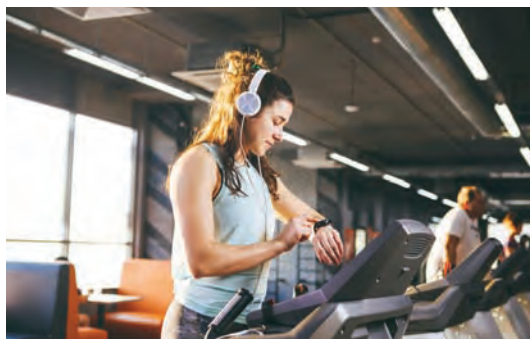
**RESEARCH**

## Wearing a fitness tracker 'makes gym more enjoyable'

Those who use fitness trackers are twice as likely to enjoy their gym workout (61 per cent), when compared to those who don't (30 per cent).

The figure comes from a study conducted by UK leisure centre operator Better, which surveyed 2,000 gymgoers to find out how wearing gadgets might affect exercise habits and motivation.

According to the study, more than half (55 per cent) of gym members who wear a tracker during exercise experienced increased motivation, while 53 per cent noted that they are exercising more frequently



■ Wearing a tracker can lead to increased motivation



**Trackers are becoming an integral part of the gym experience**

Dr Haider Raad

and consistently. Wearing tech can also help in real terms – 48 per cent of those using trackers during gym sessions accredited the tech with them reaching their personal fitness goals.

According to Dr Haider Raad, wearable tech expert and professor at Xavier University in Ohio, US, wearable trackers are "becoming an integral part of the gym experience."

[READ MORE ONLINE](#)

## Technogym named official supplier to Tokyo 2020

Technogym has secured a deal to equip 30 Olympic training centres in Tokyo this year, after being named the official supplier to the 2020 Olympic and Paralympic Games.

The deal will see the company provide more than 1,200 pieces of equipment for the use of around 15,000 athletes, which each centre specifically designed to meet the athletic preparation needs of the 33 different Olympic disciplines.

As well as the equipment, Technogym will supply a team of professional trainers to support the athletes.

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## TECH

# Apple launches reward scheme for gyms

Tech giant Apple is venturing further into the wellness space by launching a new Apple Watch Connected programme, designed to reward gym members for wearing the watch during their exercise sessions.

Launched in January 2020, the service will be built around an "Earn with Watch" incentive programme, allowing users to receive rewards by being active.

Apple has initially partnered with four major fitness chains in the US – Orangetheory, Basecamp Fitness, YMCA and Crunch Fitness – with plans to expand it to other markets.

Gym operators hoping to be part of the programme

must offer iPhone and Watch apps which allow the tracking of stats, while also providing class timetables directly through the app.

They must also accept Apple Pay, in order for members to use their Apple Watches to make payments at the club.

Each operator is free to decide the type of reward they want to offer through the "Earn with Watch" programme.

Basecamp is offering users the opportunity to earn back the cost of an Apple Watch Series 5 GPS, while Orangetheory is offering redeemable Apple and Nike gift cards.

[READ MORE ONLINE](#)



■ The 'Earn with Watch' was first launched for the US market



**Each operator is free to decide the type of reward they want to offer through the Earn with Watch programme.**

## NEW SERVICES

# Leisure trust introduces DNA profiling for fitness members



**We've always adopted a holistic approach to health**

Amanda Godsell

Leisure trust 1610 will begin offering DNA testing to members at the leisure centres it runs on behalf of local authorities across Somerset, Devon and Dorset.

The scheme is being introduced as part of plans to offer members bespoke health and exercise programmes tailored to their personal health needs.

The DNA profiles, obtained through saliva samples, will allow 1610 health coaches to devise personalised nutrition and exercise programmes for members, including advice on vitamins and supplements, psychology and lifestyle changes.



■ The DNA profiles will allow personalised services

1610 has partnered with DNA testing specialist Muhdo to offer the service.

"We have always adopted a holistic approach to health, supported by the latest cutting edge developments in the health and leisure industry," said 1610 health development manager Amanda Godsell.

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**LES MILLS**

## MAJOR PROJECT

# £72m Alexander Stadium plans approved

Detailed plans for the redevelopment of Alexander Stadium in Birmingham have been approved, marking a major milestone in the preparations for the 2022 Commonwealth Games.

The £72m plan will see the stadium transformed into a high-quality venue capable of hosting a diverse range of sporting, leisure, community and cultural events.

During the Birmingham 2022 Commonwealth Games, the arena will act as the main venue, hosting the opening and closing ceremonies as well as the athletics events during the 11-day event.

Works on the stadium include increasing the

permanent seating capacity from 12,700 to 18,000.

During the Games, temporary seating will be used to bump up the capacity to 30,000.

"We've always been clear that Birmingham 2022 is about much more than 11 days of fantastic world-class sporting action," said Ian Ward, leader of Birmingham City Council.

"The Games are about regeneration, improved health and wellbeing, promoting the city on a global stage and building civic pride.

"This particular scheme is integral to all of those aims and benefits."

[READ MORE ONLINE](#)



■ The project is at the centre of a larger regeneration programme



**The Games are about regeneration and improved wellbeing**

Ian Ward

## WOMEN AND SPORT

# Project to get menopausal women more physically active



**We know that women of this age have been overlooked and ignored**

Stephanie Hilborne

A new project looks to help women who are currently inactive and going through menopause to "access the lifelong benefits of sport".

Launched by charity Women in Sport, the programme aims to re-engage women with physical activity during menopause, so they can remain stronger and healthier into later life.

As part of the project, Women in Sport will follow a group of women – who are currently inactive and going through menopause – to develop an understanding of their lives, values and motivations.



■ The project was launched by Women in Sport

"We are looking develop our understanding of menopause and look at how we can change the conversation around this important topic," said Stephanie Hilborne, CEO Women in Sport.

"We know that women of this age have been overlooked and ignored."

[READ MORE ONLINE](#)



**VOLUNTEERING**

## Sport England to invest £1m in creating diverse workforce



**It's vital for the sport workforce to be representative**

Cathy Hughes

Sport England has revealed the 16 projects which will share £1m worth of funding from the Workforce Diversity Great Ideas Fund.

Those receiving grants range from programmes run by local sports clubs to national governing bodies, with each aiming to engage women and/or black, Asian or minority ethnic (BAME) communities in coaching or volunteering.

"If we are to tackle inactivity and work more with those who are regularly dropping in and out of sport, we need a flexible workforce who can help people manage a range of emotional



■ Sport England wants to recruit more female coaches

and practical barriers to activity within their daily lives." said Stuart Armstrong, Sport England's strategic lead for workforce transformation.

Cathy Hughes, Sport England's head of equality and diversity, added: "It's vital for the sport workforce to be representative of those taking part, or wanting to take part. We know that a workforce which represents women and people from a BAME background will be most effective at engaging them."

**READ MORE ONLINE**

**VENUE INTELLIGENCE**

## GHD enters sports sector – buys crowd dynamics specialist

GHD Group has acquired UK-based crowd dynamics consultancy Movement Strategies, signalling the architect and design giant's entry into the sports and major events sector.

Movement Strategies' services include crowd dynamics and people movement analysis and insight and it has worked with major events – including Olympic Games and World Cups – as well as large venues, including Wembley Stadium, the All England Lawn Tennis club at Wimbledon and the O2 Arena.



■ Movement Strategies specialises in people movement



**Challenges are driving a need for a deeper understanding of issues**

Simon Light

Simon Light, GHD's executive MD for EMEA, said the deal would better meet the changing needs of clients and communities by integrating strategic advisory, technical service excellence, and digital solutions.

"The complexity of challenges in the natural and built environment are driving a need for a deeper understanding of issues being faced," Light said.

**READ MORE ONLINE**

## Sport workers second 'most likely to pull a sickie'

More than two-thirds of staff working in the sports and leisure sector have confessed to pulling a sickie, ranking them second in a national leaderboard of those most likely to lie to get extra days off.

A report, published to mark "National Sickie Day" on 3 February, surveyed 2,160 employees to determine "who lies most frequently". It shows that people within the leisure, sport and tourism sector were found to be the second most likely to pull a sickie, with 68 per cent of sector employees admit to faking an illness to avoid work once.

**READ MORE ONLINE**



## GRASSROOTS

### Youth sports and culture projects to share £7m



**This funding will pave the way for our ambitious plans**

Nicky Morgan

Sports, arts and heritage-based youth projects across the UK are set to receive a share of a £7m investment from the central government.

The Youth Accelerator Fund has been set up to address urgent needs in the youth sector and expand existing successful projects run by Sport England, National Lottery Heritage Fund, Arts Council England and British Film Institute.

Sport England will receive £1.32m to expand its grassroots programmes and offer extra-curricular sport to young people in deprived areas.



■ Sport England received £1.32m of the total funding

"This investment will pave the way for our ambitious, long-term plans to support young people that we will deliver over the next five years – and will allow even more young people across the country to participate in fantastic activities through sport, arts, film and heritage organisations," said culture secretary Nicky Morgan.

[READ MORE ONLINE](#)

## PHYSICAL ACTIVITY

### New 'Together' events launched for ukactive members

Physical activity body ukactive is launching a new programme of regional events, aimed at providing a platform for the physical activity body and its members to discuss the key issues facing the sector.

The new "Together" events will launch in April 2020 and highlight the work of ukactive's members and provide members an opportunity to gain insight into ukactive's partnership with Sport England.

The plans come in response to feedback from ukactive members, who have asked for more opportunities



■ The events will look to highlight ukactive's work



**ukactive members are the lifeblood of the physical activity sector**

Dave Alstead

to meet locally and learn about ukactive's work.

"We want to give all of our members the chance to benefit from our work, hear the very latest insights and lessons, and feel much closer to other organisations in their region," said Dave Alstead, ukactive head of member experience.

"ukactive members are the lifeblood of the physical activity sector."

[READ MORE ONLINE](#)

### Adidas builds sustainable pitch using 1.8m plastic bottles

Sportswear giant Adidas has built a sustainable American football pitch in Florida, using 1.8m recycled plastic bottles.

The bottles were collected from nature – at remote islands, beaches, coastal communities and shorelines – in order to prevent them from ending up permanently in the eco-system.

Each bottle was then washed and treated before being converted and used as infill for the synthetic 3G pitch.

The pitch has been installed at the Miami Edison High School, where it will be used by the school in official games.

[READ MORE ONLINE](#)



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# Community Leisure UK

## The voice for community leisure trusts across the UK

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

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

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

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

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

**[www.communityleisureuk.org](http://www.communityleisureuk.org)**

**@CommLeisureUK**

**[cateatwater@communityleisureuk.org](mailto:cateatwater@communityleisureuk.org)**

***Thank you for reading.***





## ENGAGEMENT

# Pendle launches dementia-friendly swimming

West Craven Sports Centre in Barnoldswick, Lancashire, has introduced dementia-friendly swimming sessions.

The joint initiative, organised between centre operator Pendle Leisure Trust and charity Dementia Positive Pendle, aims to engage with people living with dementia – and to offer them opportunities to continue to do things they enjoy.

Specially-designed clear and simple signage has been introduced to help visitors find their way around the facility easily – and into the pool for the weekly sessions.

"We know people living with dementia start to disengage with the outside

world and doing something they have always enjoyed becomes a lot harder," said Julia O'Neill from Dementia Positive Pendle.

"Through partnership like these, we want to make our community inclusive and unite people who are living with dementia, helping and encouraging them to be active in a non-threatening way.

"We do not want to isolate these people, we want to offer some therapeutic respite and West Craven Sports Centre is the perfect environment, so when they get in the water they remember how they used to enjoy swimming."

[READ MORE ONLINE](#)



■ The sessions are designed to engage with dementia sufferers



**We do not want to isolate these people, we want to offer some therapeutic respite**

Julia O'Neill

## TRAINING

# RLSS and GLL sign training partnership



**Lifeguards should reflect the wider society**

Robert Gofton

The Royal Life Saving Society (RLSS) and Greenwich Leisure Limited (GLL) have signed a partnership agreement for the delivery of swimming pool lifeguarding courses for the next three years until the end of 2022.

The secure training partnership has been devised to "save money and provide guarantee the highest standards in GLL's pools", while providing staff with sustainable career pathways.

Robert Gofton, CEO of RLSS UK said the partnership will also have a focus on "encouraging more



■ The partners signed the deal in February

people from all backgrounds to join the lifeguarding community".

"We believe that lifeguards should reflect our wider society and that everyone, irrespective of their background, disability, faith, gender, race and sexual orientation, should be able to take advantage of the many benefits of lifeguarding," Gofton said.

[READ MORE ONLINE](#)

## TRENDS

# GWS releases 2020 Trends Report

Religion and wellness, music as medicine and circadian health are some of the GWS' 2020 predicted wellness trends, just released in its *2020 Global Wellness Trends Report*.

The annual publication forecasts ten new trends for the year ahead in health and wellness, with individual chapters dedicated to each trend.

### The 10 trends are:

1. Focus shifts from sleep to true circadian health
2. Ageing rebranded: positively cool
3. J-wellness (Japanese Wellness)
4. Mental wellness and technology: rethinking the relationship

5. Energy medicine gets serious
6. Organised religion jumps into wellness
7. The wellness sabbatical
8. The fertility boom
9. Wellness music
10. In wellness, we trust:

the science behind the industry

Beth McGroarty, director of research at GWS and co-author of the *Trends Report*, said: "Wellness used

to be comprised of more discrete, siloed markets, such as the fitness or spa industries, but now everything is converging in, and around, wellness, and the concept is remaking whole industries and categories of living".

[READ MORE ONLINE](#)



■ Religion and wellness will be a big trend in 2020



**Everything is now converging in, and around, wellness**

Beth McGroarty

## RESEARCH

# Helping guests conquer sadness and binge eating



**Anthropomorphic thinking enables individuals to view sadness as an independent human being that is separate from them**

Li Yang

Spa operators could help guests reduce feelings of sadness, successfully conquer binge-eating challenges and improve self-control and discipline, using learnings from new research published in the *Journal of Consumer Psychology*.

Called *When sadness comes alive, will it be less painful?*, the research found that thinking of sadness as a 'person' can reduce its effects.

Authored by Li Yang, the study explores how anthropomorphic thinking influences people's experience of sadness and their subsequent behaviour as consumers.



■ Thinking of sadness as a 'person' reduces its effects

"We found that anthropomorphic thinking enables individuals to view sadness as an independent human being that is separate from them and consequently creates a feeling of detachment," Yang told *Leisure Opportunities*.

[READ MORE ONLINE](#)

## RESTORATION

# Iconic Turkish baths re-open to public

The iconic City Baths in Newcastle have reopened to the public following a complete restoration.

Leisure operator Fusion Lifestyle has overseen a £7.5m redevelopment of the venue, which has sat closed for six years – since 2013.

Designed and undertaken by Napper Architects and specialist contractor Createability, the restoration project has brought the once-neglected Grade II-listed building back to life – a process which has taken more than three years to complete.

As well as sensitively restoring the historic, 25m swimming pool, the venue

includes modern facilities.

A secondary pool has been transformed into a fully equipped gym space.

The wet areas also now include a Finnish sauna – in addition to the historic Turkish bathing areas.

The Turkish baths themselves – and a luxury spa – are set to open on-site at a later date, offering a range of treatments.

The City Baths are one of only 11 historic Turkish baths currently in operation across the UK.

"The baths are a cultural icon to the residents of the city," said Anthony Cawley, director of operations at Fusion Lifestyle.

[READ MORE ONLINE](#)



■ The historic, 25m swimming pool has been restored



**The baths are a cultural icon to the residents of the city**

Anthony Cawley

## HOTEL SPAS

# Hotel treatment rooms generate double the revenue



**Understanding these assets plays a critical role**

Mia Mackman

Luxury hotel treatment rooms generate more than double the revenue of "normal" rooms, according to consultancy firm HVS.

HVS has published its annual report which tracks spa performance and profitability from 2018 to Q3 2019.

The sample used in the study was comprised of 59 hotels, with 22 defined as upper-upscale and 37 categorised as luxury.

The report is the second of its kind and was authored by Rodney Clough, senior MD at HVS and Mia Mackman, MD Spa and Wellness Consulting at



■ Spas are becoming influential assets for hotels

HVS and founder of spa and wellness consultancy Mackman.ES.

"Spas are becoming influential assets for hotels and resorts", said Mackman, "given the increasing demand for wellness and lifestyle programmes.

"Understanding how these assets are performing plays a critical role in core strategic planning."

[READ MORE ONLINE](#)





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**Trade Show:** 22-24 Sept.

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# Attractions news

## PUBLIC FUNDING

### Welsh government to invest £60m in tourism



**We want to develop high-quality, year-round experiences**

Lord Elis-Thomas

The Welsh government has announced plans to invest £60m in its tourism industry over the next five years.

The investment forms part of a five-year plan, called Welcome to Wales: Priorities for the Visitor Economy 2020-2025, which aims to address some of the main challenges facing the industry, such as seasonality, spend and spread.

The £60m will be spread across two funds, the £10m Brilliant Basics fund and the £50m Wales Tourism Investment Fund.

Lord Elis-Thomas, deputy minister for Culture, Sport and Tourism, said:



■ Conwy Castle attracts 200,000 visitors per year

"We want to build on our recent success and by 2025 we want to be known as a place that offers world-leading adventure, creative culture and language and outstanding, protected landscapes - and a place that wants to look after them for future generations.

"It has been very clear that the long term growth of our own sector relies on caring for the things that attract people here in the first place. It's also what future markets will expect."

[READ MORE ONLINE](#)

## THEME PARKS

### Merlin plans rainforest addition for Chessington

Chessington World of Adventures, the Merlin Entertainments theme park in Surrey, England is to open a new land in March 2020, inspired by the resort's support of international conservation charity, World Land Trust (WLT).

'Rainforest' will be the park's eleventh land. It will allow kids to explore the rainforests of the world through three rides: by road in "Jungle Rangers", by river with "River Rafts" and climbing through the treetop canopy in "Treetop Hoppers". Along the way, they will



■ Rainforest will be Chessington's 11th land



**The new attraction will educate guests, via a fun day out, about the importance of conserving the world's rainforests**

Chessington World of Adventures

encounter animals such as tortoises and capybaras.

Chessington said its support for the WLT over the last eight years has helped save an area of threatened rainforest in Ecuador more than twice the size of the resort, and it contributes to protecting this land from poaching, illegal logging, mining and encroaching from farming by funding rangers to safeguard the area.

[READ MORE ONLINE](#)

### HGB invests £1.1m in Snowdon Railway

Heritage Great Britain (HGB) has announced plans to invest £1.1m in hybrid diesel locomotives at its Snowdon Mountain Railway attraction in Snowdonia, Wales, in a bid to reduce its carbon footprint.

The new locomotives are expected to come into service in May and will run alongside the traditional steam and diesel trains.

They will be driven by maintenance-free electric motors.

A popular attraction in Wales, Snowdon Mountain Railway welcomes more than 140,000 visitors per year

[READ MORE ONLINE](#)

## THEME PARKS

# Duplo coaster for Legoland Windsor

An opening date of 14 March 2020 has been announced for the enhanced Duplo Valley area at Merlin Entertainments' Legoland Windsor Resort in the UK, where the world's first Duplo rollercoaster will also debut.

The "colourful toddler wonderland" of Duplo Valley will have a new show and play area for the coming season, alongside the Duplo Dino Coaster, an oval-shaped ride manufactured by Mack Rides designed for children aged 2 to 5 years.

Set amongst palm trees, the dinosaur-themed carriage soars and swoops around supersized Duplo dinosaur models that

are 18 times bigger than can be made at home.

Among other new attractions in Duplo Valley are Duplo Playtown, which was formerly Brickville, and a new show at the Duplo Puppet Theatre.

In Playtown, kids can use ropes and slides to scale a new space rocket structure. For those that reach the top of the rocket there is a button that sets off a "3, 2, 1 blast off!" countdown.

The new puppet show, called "The Frog Prince", follows the tale of Princess Money-Plenty, who loses her golden ball in the depths of a murky pond that is ruled by an Evil Toad.

[READ MORE ONLINE](#)



■ An artist's impression of the Duplo Dino Coaster



**The "colourful toddler wonderland" of Duplo Valley will have a new show and play area for the coming season**

## HERITAGE

# Youth heritage project wins new government funding



**This investment will build on existing, strong partnerships**

Eilish McGuinness

The UK Government has earmarked almost £1.3m towards a scheme that aims to involve young people in heritage, through a new grant to the National Lottery Heritage Fund's "Kick the Dust" programme.

Kick the Dust is a programme of a dozen large scale projects running across the UK, started in 2016, intended to help make heritage relevant to young people aged 11 to 25. It was launched with an original £10m investment.

"This fantastic additional investment will build on the already strong partnerships that are flourishing through



■ Digital Makers Club is part of Kick the Dust

our Kick the Dust programme," said Eilish McGuinness, executive director, business delivery at The National Lottery Heritage Fund. "The collaboration we're seeing through the Youth Accelerator Fund shows a really joined-up approach across all the activities that, together, we know young people can benefit from."

[READ MORE ONLINE](#)



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Sprint interval training should be introduced to the government's physical activity guidelines

Dr John Babraj



## The Magic Pill

Research has shown that just a minute of weekly exercise could provide health benefits to the elderly



■ In controlled testing, the team found that the once-weekly session was enough to produce improvements in blood glucose control and general mobility

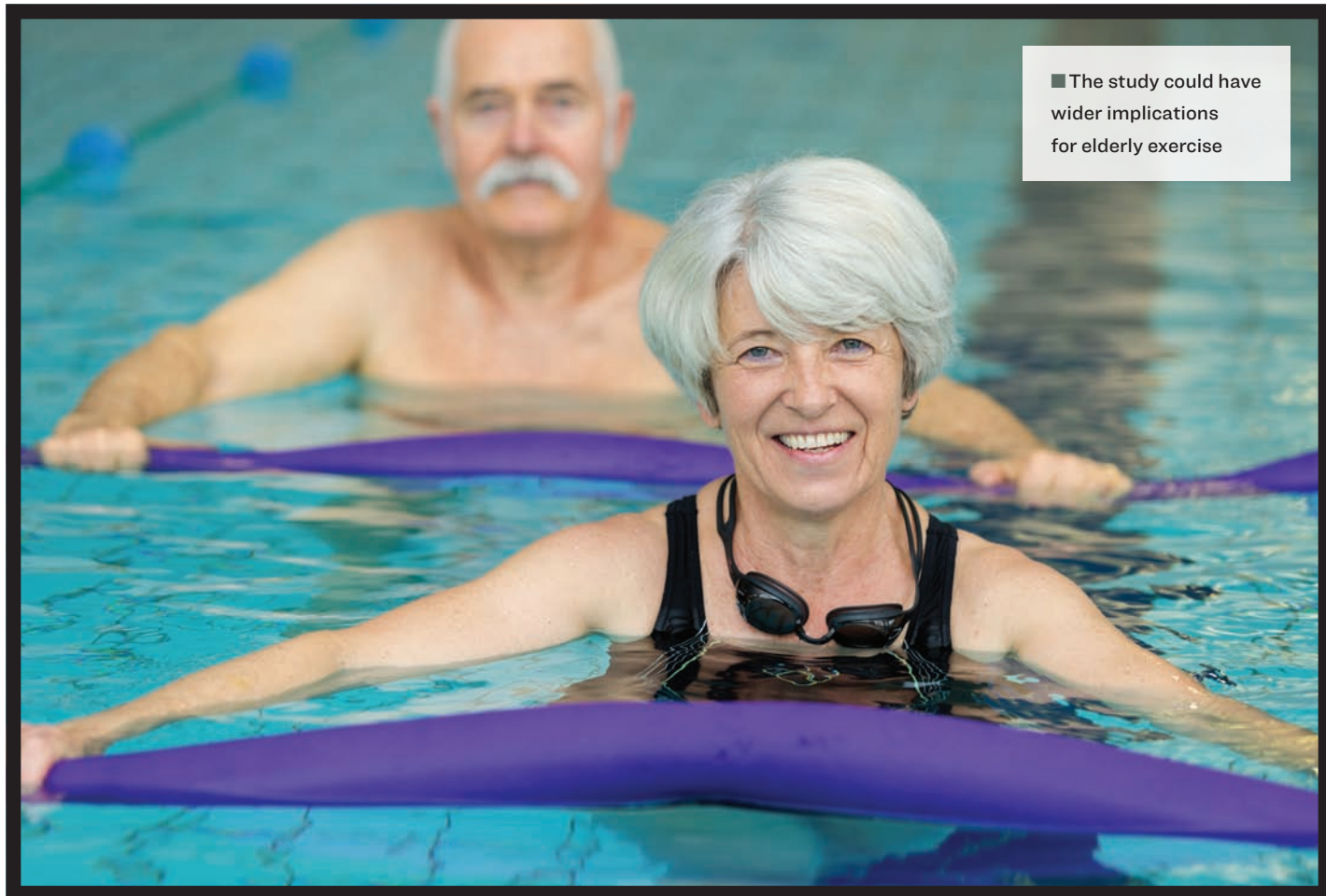
A single minute of exercise per week is enough to provide health benefits to people over the age of 65.

A team of researchers at Abertay University in Dundee, Scotland, studied a group of 65- to 75-year-olds who participated in either once or twice weekly training sessions for a period of eight weeks.

Each had been living a sedentary lifestyle and had not been taking part in regular exercise. The participants took to stationary bikes and were asked to cycle as hard as they were able to for six seconds before resting for at least a minute. They would repeat the process – which is known as sprint interval training (SIT) – until they had exercised for a total of one minute.

In controlled testing, the team found that the once-weekly





■ The study could have wider implications for elderly exercise

## Older adults might struggle to accrue the recommended 150 minutes of moderate-intensity exercise each week

session was enough to produce improvements in blood glucose control and general mobility.

The results could be significant, because as people age, they lose the ability to take glucose out of their blood which in turn results in insulin resistance. This can lead to Type 2 Diabetes, and problems with the heart and liver.

Dr John Babraj, who led the study, said: "We've found that SIT, whether it's done once a week or twice a week, improves the ability to get glucose out of the system.

"While those participating in the twice-weekly sessions observed a greater improvement, those taking part in the single session also observed change.

"Importantly, they also observed a difference in general function, greatly improving their ability to do everyday tasks, such as walking up and down stairs.



■ The study authors want sprint interval training to be added to physical activity guidelines

"These are major issues for older people. As we lose physical function, we start to become socially isolated, and as we become socially isolated our quality of life declines significantly."

As a result of the study – titled *The Impact of Sprint Interval Training Frequency on Blood Glucose Control and Physical Function of Older Adults* – Dr Babraj is now calling for SIT to be introduced to physical activity guidelines.

"Currently, older adults are advised to participate in at least 150 minutes of moderate-intensity exercise each week, and that can be difficult to accrue," he added. "Both groups produced greater adaptations than what we would expect the smallest worthwhile change to be.

"Our results provide further support for the inclusion of this form of training in the guidelines as one of the methods to gain health benefits." ●



“

The future of the natural world, on which we all depend, is in our hands

Sir David Attenborough



# How to tackle climate change

London's Natural History Museum has revealed plans to take the biggest issue of our time head on



■ London's renowned Natural History Museum has launched a new climate change strategy after declaring a planetary emergency

The Natural History Museum (NHM) has announced a new long-term strategy outlining the role it will play in tackling the devastating impact of climate change, after declaring a "planetary emergency".

The 11-year strategy was inspired by a quote from renowned naturalist Sir David Attenborough: "The future of the natural world, on which we all depend, is in our hands". Based on this, NHM aims to expand its efforts to engage and educate visitors on planetary issues. It will also further open up its collection to share scientific data and evidence that could enable scientists to find solutions for climate instability and biodiversity loss.

Plans also include the development of new galleries and exhibitions that will enable young visitors to imagine a future where both people and planet



■ The Natural History Museum is tackling climate change

## “We face a planetary emergency but we aren’t taking effective action to combat our destructive impact on the planet”

thrive. Planned exhibits include the forthcoming *Fantastic Beasts: The Wonder of Nature*, based on J.K. Rowling’s movie franchise of the same name, and a brand-new dinosaur gallery, featuring new specimens and exhibits, that will educate guests on biodiversity, extinction and climate change.

“We are facing a planetary emergency. Humanity’s future depends on the natural world, but we’re not taking effective action to combat our destructive impact on the planet’s survival systems,” said NHM director, Sir Michael Dixon.

“The museum is well placed to make a difference, it is a world-leading science research centre and our 300 scientists represent one of the largest groups in the world working on natural diversity.

“Climate change, biodiversity loss and extinction, habitat destruction, pollution and deforestation are just

some of the crises which all flow from sustainable human activity.

“In this time of unprecedented threat, we need an unprecedented global response. Our strategy is built around our vision of a future where people and planet thrive. Our ethos is one of hope that by working together we can change the current path.

“Our ambitions include a plan to create a flagship, sustainable science and digitisation centre to safeguard a remarkable collection that explains our past, helps us chart a path for the future and provides a hub for partnerships with research institutions, museums and industry.”

The museum will also aim to become the first in the world to set a science-based carbon reduction target in line with the Paris climate agreement’s 1.5°C global warming trajectory. ●



■ Natural History Museum director Sir Michael Dixon says the institution is well placed to make a difference





We're currently excluding and letting down whole swathes of our population.

Chris Grant



## Inclusive activities

People from BAME backgrounds 'far less likely' to be physically active



■ The report is described as the most comprehensive ever picture of how people from BAME communities are taking part in sport and physical activity

People from Black, Asian and minority ethnic (BAME) backgrounds are still far less likely to be physically active – despite efforts to tackle the deep-rooted inequalities in activity levels.

The issue has been laid bare in a new report, which also shows that BAME groups are also far less likely to volunteer in sport and enjoy the benefits associated with it.

The report, *Sport for all - why ethnicity and culture matters in sport and physical activity*, is described as the most comprehensive ever picture of how people from BAME communities are taking part in sport and physical activity. It has been drawn from the survey responses of more than 100,000 people who contributed to the most recent Active Lives Adult and Children Surveys. Published by Sport England,





■ The report has been drawn from the survey responses of more than 100,000 people of all ages

## Those from a "mixed" white and Asian background are the most active adults of all – with 74.6 per cent classed as active

the report shows that, presently, 62 per cent of adults in England meet the Chief Medical Officer's (CMO) guidelines of 150 minutes of physical activity a week. However, just 56 per cent of Black people and 55.1 per cent of Asian people (excluding Chinese) reach this figure.

The differences in activity levels are even greater when looking at ethnic sub-groups.

According to the report, less than half of adults from a Pakistani (48.8 Per cent) and Bangladeshi (49.6 per cent) background currently meet the CMO guidelines. However, those from a "mixed" white and Asian background are the most active adults of all – with 74.6 per cent classed as physically active.

Speaking at a special conference to promote the research in Birmingham Sport England board member and former CEO of Sported Chris Grant said the results of the report show that it is vitally important to "work to close the



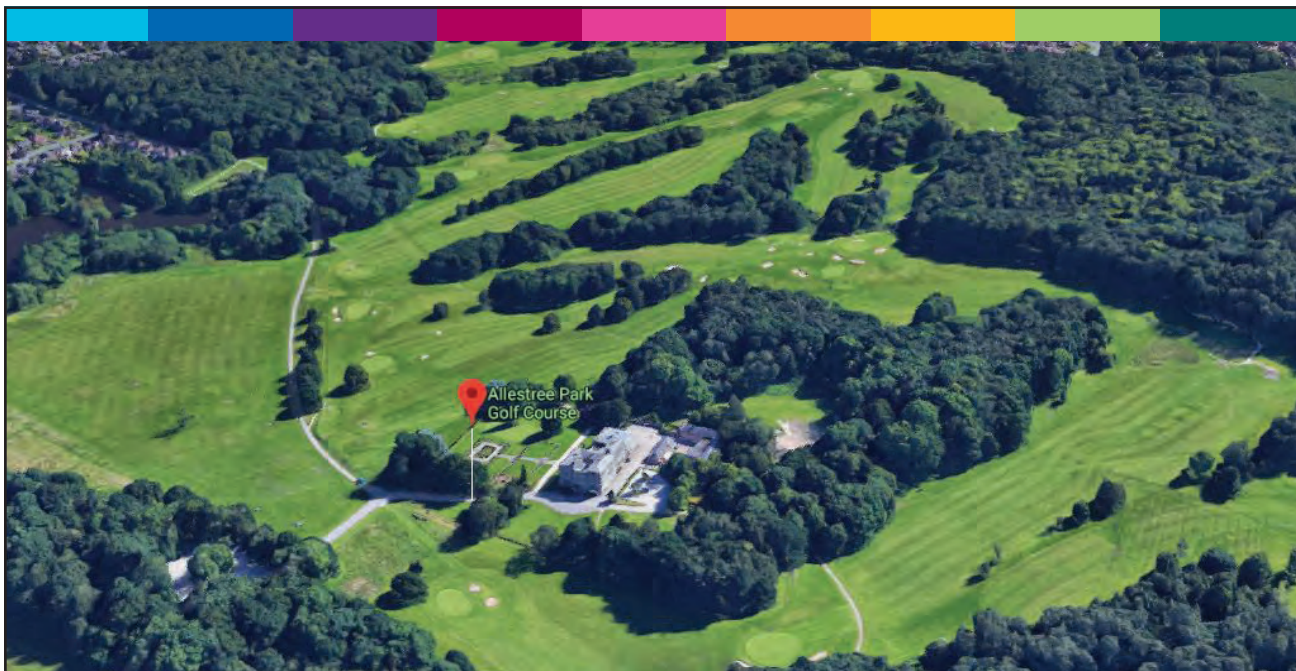
■ There remains huge differences between activity levels between different ethnicity groups

ethnicity gap in sport participation".

"I'm convinced that sport must be a leader, and not a follower," he said.

"That's why I want to invite and challenge the whole of sport to come with us on this journey, and in doing so to be clear-sighted and honest about the ways in which we're currently excluding and letting down whole swathes of our population.

"When it suits us, we're happy to talk about the leadership role that sport can play; its capacity to inspire a nation or to transform lives. No other aspect of national life has so many column inches and broadcast hours devoted to it. But there's an elevated level of discomfort when talking about race and culture in sport and we need to get beyond this." ●



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- The operation of the Course is to be by way of a lease.

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[Allestree Golf Course EOI information Pack](#)

[Expression of Interest Submission Form](#)

**Or alternatively contact:**

John Sadler, Strategic Asset Manager, Corporate Resources Directorate  
Derby City Council, The Council House, Corporation Street, Derby DE1 2FS

Telephone: 01332 643334

Email: [John.sadler@derby.gov.uk](mailto:John.sadler@derby.gov.uk)

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Derby City Council



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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

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



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## General Manager

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- Deliver monthly sales performance across all disciplines of the business (including pre-sale)
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## **SPORT & FITNESS DUTY MANAGER**

Salary circa £22k per annum

Leeds Trinity's Sports Centre provides excellent facilities for students, clubs and the community. We are looking for a highly motivated individual to join the team as we continue to develop the centre.

The postholder will be expected to have proven supervisory and customer service experience in a sports and fitness environment, excellent interpersonal skills and knowledge of sports and fitness management issues. A recognised leisure management or sports development qualification is essential. Hours of work will be 35 hours per week by rota, to include evening and weekend working.

Employees of the University have access to a wide range of benefits including our generous contributory pension schemes, excellent holiday entitlements, on-site sport and fitness centre membership, car park permit scheme and Employee Assistance Programme. We also operate a free shuttle bus to Horsforth station and have an externally owned day nursery facility on campus, along with plenty of shopping, leisure and travel discounts available. Our health and wellbeing provision provides the opportunity to engage in a variety of activities and includes high-quality health articles relating to current national and University specific initiatives. *Please note that this post is subject to an enhanced DBS check.*

### **CLOSING DATE FOR APPLICATIONS: Monday 24th February 2020**

*Leeds Trinity University welcomes applications from all parts of the community and particularly from black and minority ethnic candidates as members of these groups are currently under-represented in this area. All appointments will be based on merit.*

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







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