

leisure opportunities

3 - 13 March 2020 Issue 783

Your careers & recruitment partner

CIMSPA and UK Coaching agree REPs deal

CIMSPA and UK Coaching have signed a deal to combine the Register of Exercise Professionals (REPs) with the CIMSPA Exercise and Fitness Directory.

The announcement was made by Sport England CEO, Tim Hollingsworth, at the CIMSPA & QUEST NBS Conference in Derby on 27 February.

The move will create a single directory for all exercise and fitness professionals, resulting in a unified recognition system for people working in the sector and a single endorsement mechanism for training providers.

Speaking at the event, Hollingsworth, said: "Sport England welcomes this important milestone towards building a unified and excellent sport and physical activity workforce.

"A single directory for the professionals working in our sector will enhance our ability to provide skills, training, recognition and career development. This, in turn, will empower the workforce to deliver even more positive experiences for



■ Mark Gannon, UK Coaching CEO (left), Tim Hollingsworth (middle) and CIMSPA CEO Tara Dillon

everyone seeking to be active in communities right across the country."

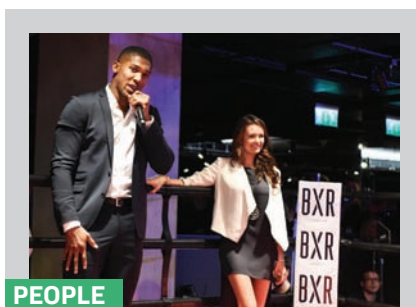
All current REPs members will be able to transfer into the CIMSPA membership scheme, with the new directory being managed by CIMSPA. UK Coaching will deliver insurances and offer access to its knowledge and training platform.

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This is a milestone towards building a unified workforce

Tim Hollingsworth

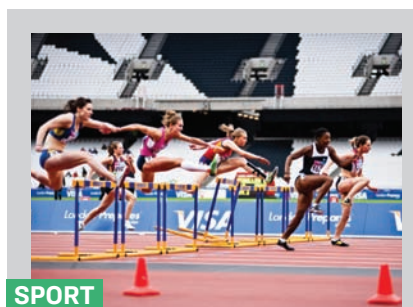


PEOPLE

Anthony Joshua-backed BXR to open second site

Boutique brand sets eyes on Battersea Power Station

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SPORT

NGBs report healthy growth in commercial revenue

Concerns remain, however, over long-term funding

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LATEST JOBS

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Anthony Joshua-backed boutique fitness brand BXR to open second site in Battersea

Boutique boxing gym brand BXR London has revealed plans to open its second site at Battersea Power Station.

Set to open in 2021, the 14,000sq ft site will be BXR's largest site to date and will form part of Battersea Power Station's second phase of redevelopment.

As well as the BXR members-only club, the brand will open three Sweat by BXR pay-to-train studios at the Battersea location. The Versaclimber-based Cardio Studio will offer a low-impact workout, while the Strength & Conditioning studio offers classes designed to improve strength, mobility, conditioning and endurance.



■ Olia Sardarova (right) said the new location is set to open in 2021

We're thrilled to be opening at one of London's most iconic redevelopment projects
Olia Sardarova

Completing the trio, the Skills studio aims to teach and develop boxing technique during high-intensity classes.

BXR Battersea will be located in the Power Station's Turbine Hall B, which was completed in

the 1950s. The iconic, Grade II building is being transformed by the Battersea Power Station Development Company.

BXR was founded in 2017 by entrepreneur Olia Sardarova and counts world heavyweight champion Anthony Joshua as one of its backers.

"We're thrilled to be opening at Battersea Power Station in one of London's most iconic redevelopment projects," Sardarova said.

Sam Cotton, Deputy Head of Leasing at Battersea Power Station Development Company, added: "The BXR concept is unlike any other fitness brand out there."

[READ MORE ONLINE](#)

Professor **Amanda Daley**: change food labelling to get people more physically active



■ Daley says PACE labelling would show people how long they would need to exercise to burn off the calories they eat

Food labelling that shows the amount of exercise needed to burn off the calories in food items would result in people re-thinking their eating habits – as well as get them more physically active.

According to Amanda Daley, professor of behavioural medicine at Loughborough University, the physical activity calorie equivalent (PACE) would provide a simple, user-friendly way of informing people of the amount of physical activity

"If people know they have to run for 95 minutes to work off a medium-sized pizza, they'll probably decide to go without it"

required to burn off the food they are considering eating.

Speaking to *HCM*, Daley said: "PACE labelling would use a small symbol to show people how long they would need to walk or run in order to burn off the calories in the food they eat.

"For example, a 400-calorie chocolate muffin would take 70 minutes of walking or 40 of running to burn off.

"There's only limited evidence to show that nutritional information, such as calorie content, works. Most people find it too confusing as it doesn't provide any context.

"As people only spend a few seconds looking at food and deciding whether to buy it, a simple, easily understandable approach is needed."

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■ Bob Iger (left) was replaced as Disney CEO by Bob Chapek (right)

"Bob Iger has built Disney into the most admired and successful media and entertainment company"

Bob Chapek named new Disney CEO, following shock stepping down of Bob Iger

Disney CEO Bob Iger has stepped down from the role to concentrate on directing the company's creative output, with Disney veteran Bob Chapek taking the reins as the head of the organisation.

Iger's contract with Disney expires at the end of 2021, and as well as overseeing its creative endeavours, he will also assume the role of executive chair, leading the board of directors until that time. Stepping down now also allows him to help Chapek settle into the CEO position under his guidance, with Chapek promoted from his role as chair of Disney Parks, Experiences and Products.

Speaking on an investor conference call, Iger said

that on the back of the acquisition of Fox's media assets and launching the Disney+ direct-to-consumer business, it was important to spend as much time as possible on the creative side, which "becomes the biggest priority". He felt he was unable to do so while running the business on a day-to-day basis.

Chapek said he was "honoured" to lead "the world's greatest company".

He added: "Bob Iger has built Disney into the most admired and successful media and entertainment company, and I have been lucky to enjoy a front-row seat as a member of his leadership team."

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Catherine Toolan to replace departing Paul Carty at Guinness Storehouse

■ Toolan comes with a background in venue and event management

Ireland's top attraction, the Guinness Storehouse, is to come under new leadership from April, with Catherine Toolan replacing Paul Carty as MD.

Carty is retiring after 18 years in the role, during which time it has grown from 300,000 annual visitors in 2002 to almost 1.8 million in 2019. More than €50m (£41.9m) has been invested in the site in that time, with the latest development being the current expansion of the rooftop Gravity Bar.

"Toolan was managing director of global sports and events with Aramark for a decade"

In addition, Carty has helped build a wider network of drink-themed visitor attractions, such as the Smithwick's Experience in Kilkenny and the Roe & Co Whiskey visitor centre in Dublin, which opened last year.

Toolan hails from Coolaney, County Sligo. She has been CEO at Belfast's International Conference Centre since

2016, pursuing a strategy of attracting European and global events to the venue.

Formerly of Forte Hotel Group, Toolan was MD of global sports and events with Aramark for a decade, overseeing the design and delivery of food and retail services in the athletes' villages at Beijing 2008 and London 2012.

[READ MORE ONLINE](#)

Max Associates adds to senior team with Rachel Gomm appointment

Leisure consultancy Max Associates has appointed industry specialist Rachel Gomm as principal consultant.

Gomm will be responsible for providing local authorities with consultancy across a range of services – from procurement, feasibility and facility strategies to performance reviews and stakeholder consultation.

She joins Max Associates after a five-year stint as national business development manager at Serco Leisure. Before that, she spent 15 years

with Birmingham City Council, where her roles included five years as culture and strategic leisure transformation manager.

During her time with Birmingham City Council, Gomm was instrumental in the introduction and delivery of a commercial strategy across Birmingham City Council Sport and Leisure Service to drive community engagement and revenue.

"In these challenging times, calculated investment in leisure can deliver economic, social engagement and health objectives," Gomm said.



■ Gomm joins Max Associates from Serco Leisure

"I'm really looking forward to using my experience to help local authorities across the country to optimise their sport and leisure provision and deliver positive outcomes

to create a more active and healthy population."

Gomm's appointment follows Richard Millard being named as associate director in October 2019.

[READ MORE ONLINE](#)

"In these challenging times, calculated investment in leisure can deliver economic, social engagement and health objectives"



■ Burnham said the project will take 10 years and £1.5bn to deliver

Andy Burnham calls for Manchester's cycling network to become 'national blueprint'

The Bee Network initiative – a joined-up cycling and walking network in Greater Manchester – could provide a national blueprint for improving the nation's health, while also reducing congestion and air pollution.

That is the message from Manchester mayor Andy Burnham in a report outlining the benefits of the "revolutionary" network, which would provide 1,800 miles of protected space for cycling and walking throughout the region. Commissioned by Burnham, Transport for Greater

Manchester and Greater Manchester Combined Authority, the *Change a region to change a nation* report states that the Bee Network could increase journeys on foot or by bike by 2.5m a day, and save the NHS £6.73bn by improving people's health. "We need the government to back us with sustained funding – and if they do so, they will be helping to create a model that can be replicated across the rest of the country," Burnham said. "Put simply, if they help us change our city-region, we can help change the country."

[READ MORE ONLINE](#)

"If the central government help us change our city-region, we can help change the country"

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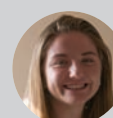
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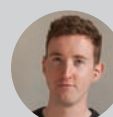
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MY CAREER

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

Laura Adams

REGIONAL MANAGER

PureGym

{ It's a real privilege to help people lead healthier lifestyles }

Laura Adams has been working with PureGym since November 2012. Beginning as a personal trainer (PT) she has worked her way up to the role of regional manager. She tells us about her experiences with the brand.



when I joined the company, but working alongside so many different leadership and management styles I was able to develop my skills and knowledge throughout the years with support from the company. It's also really fun. I love coming to work. It's a real privilege to help people lead healthier lifestyles. "

Tell us about your career

"I've always had a passion for sport and fitness. I studied performing arts at college, which included modules on anatomy and physiology. I enjoyed it so much and I just knew that fitness was the industry I wanted to work in. After that realisation I completed my Level 3 in Personal Training and began working as a PT at Coventry Skydome. I started working as a PT at PureGym in 2012 and have been with the company ever since. During my time at the company I have worked at six clubs as an assistant and later as gym manager, which gave me the opportunity to develop both my leadership skills and industry knowledge. I've also worked as a senior gym manager and cluster manager. Since April 2019 I have been working as a regional manager for Pure Gym. I love every single second of my job. I work with an incredible team at a company that's passionate about developing its people."

Why have you chosen to stay with PureGym?

"One of the biggest reasons is the culture at PureGym. As the company has grown it has continued to invest in its people by nurturing their talents, regardless of whether they're a PT, assistant gym manager or gym manager. Personally, I'd had no experience managing people

How has PureGym supported your career development?

"There is so much support available, no matter what the role PureGym equips its staff with the tools to further their careers. Personally, I've had the opportunity to take qualifications in IT and leisure management, as well a level 3 ILM in Leadership, Management and Insights, which have positively contributed to my career development. We also have an in-house development team that deliver role-specific workshops."



■ Adams began her career as a PT at Coventry Skydome



ARE YOU READY TO INSPIRE A HEALTHIER NATION?

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To support our ambitious growth plans for 2020 and beyond, PureGym are hiring for Assistant Gym Managers, Gym Managers and Cluster Managers nationwide.

Your purpose will be to drive a culture of high performance and high engagement within our business, which in turn will create the very best experience for our members.

Operating in a highly entrepreneurial environment, you will take responsibility for everything from financials to people development.

Are you up for the challenge?

Visit <https://www.puregym.com/careers> to find out more and apply today.

OUR VALUES

We live by our values. They guide our decisions and keep us focussed on the business plan.



DELIGHT

Every person, every visit, every interaction - be the best we can be.



PLAY TO WIN

Never be complacent or lose our underdog mentality - results matter.



SHOULDER TO SHOULDER

Challenge, support, trust, encourage and believe in each other.



SWEAT THE DETAILS

Step-by step, moment-by-moment, go the extra mile.



KEEP MOVING FORWARD

Try new things, learn from mistakes, kick the moving ball.

COME WORK WITH US

NEW OPENING

House of Wisdom to open in London

A self-help studio marketing itself as a "first-of-its-kind self-development wellness space" will open in the heart of London in March 2020.

The House of Wisdom (HOW) will focus on empowering the mind and body through talks and workshops, aiming to help visitors "deconstruct limiting beliefs and reconnect with their inner power".

The design of the 2,500sq ft space is based on providing a multi-sensory wellness sanctuary and has been inspired by artists such as James Turrell and Olafur Eliasson. The studio employs emotive lighting and calming colour palettes to provoke "immediate relaxation

through the activation of alpha brain waves".

Classes are offered in a range of disciplines – from movement (including three types of yoga, tai chi and capoeira) to mindfulness, breathing and relaxation.

The studio will offer annual memberships with unlimited access to classes for £1,000.

HOW was founded by five individuals – Luca Maggiora, Cristina Garces, Stephanie Reynolds, Giacomo Favero and Federica Ferro.

"We were on separate journeys of self-discovery, when we converged and decided we wanted to share what we had learned," Maggiora said.

[READ MORE ONLINE](#)



■ HOW will offer clients a multi-sensory wellness sanctuary



“
We decided we wanted to share what we had learned

Luca Maggiora

NEW BRAND

US female-only kickboxing brand plans UK entry



“
It's incredible to see all the advances we've reached

Jackson Loychuk

US-based, women-only kickboxing franchise 30 Minute Hit plans to open 50 new sites internationally during 2020.

Launched in 2004, the fitness brand – which offers HIIT sessions and kickboxing training – currently has 70 locations, mainly in Canada and the US.

The brand has revealed that the primary markets it plans to enter include the UK and Australia.

The expansion plans follow a record-breaking 2019 for the chain, during which it opened eight new locations in the US and signed an additional 14 development agreements. These included areas it had



■ 30 minute Hit enjoyed a "record-breaking" 2019

no previous presence in, such as Las Vegas, Seattle, Austin, and California.

"Looking back on 2019, it's incredible to see all the advances and milestones our brand has reached," said Jackson Loychuk, 30 Minute Hit co-founder and CEO.

[READ MORE ONLINE](#)

BUSINESS INTELLIGENCE

Two new ukactive reports to help chart UK fitness sector



These reports are a response to feedback from our members

Huw Edwards

ukactive has launched two major reports as part of its Business Intelligence service.

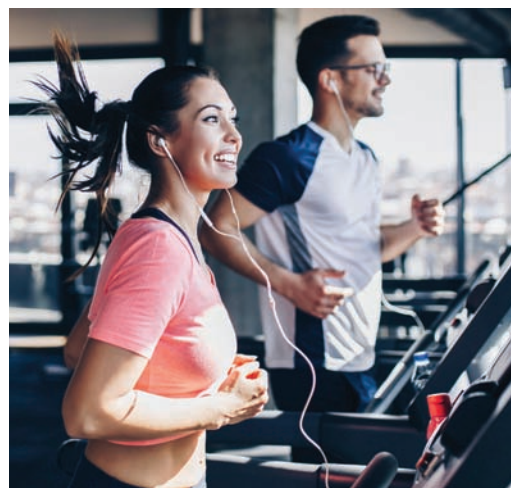
The first product is a new series of quarterly business reports entitled *Moving Communities*, which will provide new intelligence to the sector on a more regular basis. Building on the success of ukactive's annual *Moving Communities* report – which tracks physical activity trends over the past three years – the new reports will offer closer monitoring to identify leisure trends.

The second report will be based on an independent assessment of the impact of

booking intermediaries (or aggregators) in the fitness and leisure market.

"These new reports come in response to feedback from the ukactive *Membership Survey*, with our members showing an appetite for better reporting of sector performance and trends," said ukactive CEO Huw Edwards.

[READ MORE ONLINE](#)



■ One of the reports looks to uncover industry trends

PARTNERSHIP

David Lloyd Leisure facing prosecution over death of boy

David Lloyd Leisure is facing prosecution by Leeds Council over alleged health and safety breaches, following the death of a three-year-old boy in 2018.

Rocco Wright died after being found in the water by his father at the David Lloyd Club in Leeds in April 2018.

An inquest into the incident returned a conclusion of accident. During a four-day hearing, a jury was told that there was only one 17-year-old lifeguard on duty when Rocco Wright was found at the bottom of the main pool.

Following the inquest, Leeds City Council said



■ Rocco Wright died after being found in the main pool



The week-long inquest found a verdict of Accidental Death and we are unaware on what basis Leeds City Council intend to prosecute

David Lloyd Leisure

it "believed the firm had breached health and safety laws" and it intended to prosecute "in the near future".

In response, David Lloyd Leisure issued a statement, saying: "Health and safety is our number one priority. The inquest found a verdict of accidental death and we are unaware on what basis Leeds City Council intend to prosecute."

[READ MORE ONLINE](#)

AR app shows users what they would look like if they lost weight

A new app using augmented reality (AR) aims to motivate people to get more active by showing, in real-time, what they would look like if they lost weight or gained muscle mass.

EnvisionBody uses optical tracking to capture the user's image, then processes it through an AR application, and displays the user's enhanced image on a screen.

The creators of the tech believe there will be various ways of utilising the software – such as an effective exercise motivational tool that interfaces with exercise equipment.

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RESEARCH

Could music increase benefit of training?

A study has suggested that listening to high-tempo music could increase the benefits of exercise – and reduce the perceived effort involved.

A report, published in *Frontiers in Psychology*, outlines the results of an investigation into the effects of the tempo of a piece of music on female volunteers.

Researchers studied volunteers who performed either regular endurance exercises (on a treadmill) or high-intensity exercises.

The volunteers completed exercise sessions in silence or while listening to music at different tempos. The researchers recorded a variety of parameters, including the volunteers' opinions about the

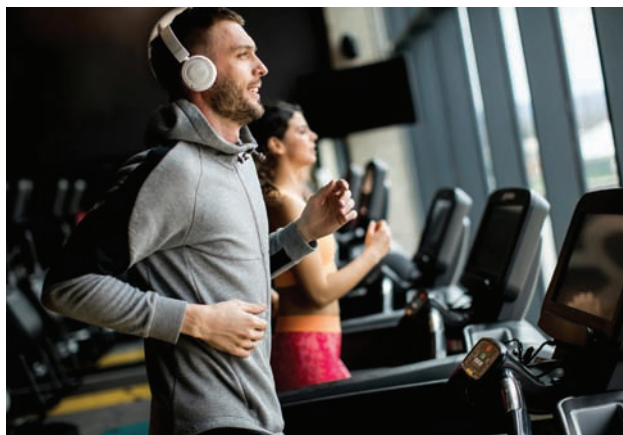
effort required to complete the exercises and their heart rate while exercising.

"We found that listening to high-tempo music while exercising resulted in the highest heart rate and lowest perceived exertion compared with not listening to music," said Professor Luca P. Ardigo of the University of Verona in Italy.

"This means that the exercise seemed like less effort, but it was more beneficial in terms of enhancing physical fitness."

The results suggest those performing endurance activities may receive the greatest benefit from listening to high-tempo music.

[READ MORE ONLINE](#)



■ Those listening to music achieved the highest heart rate



Listening to high-tempo music while exercising resulted in the highest heart rate and lowest perceived exertion compared with not listening to music

Luca P. Ardigo

CORPORATE FITNESS

Active Partnerships launches Workplace Movement



We hope we will help workplaces get more physically active

Matt Liggins

A new service aims to help workplaces across the UK tackle sedentary behaviour – and make their workforces more physically active.

Launched by Active Partnerships, the Workplace Movement aims to reduce sedentary working practices, improve health and reduce stress for employees.

The scheme will provide a range of online health and wellbeing resources focused on physical activity – including a benchmark tool, staff survey, resource library and activity tracking challenge.

Matt Liggins, head of business development and workplaces at Active



■ The scheme aims to reduce sedentary working

Partnerships, said that while there are numerous corporate wellbeing providers, there is a "lack of support" for workplaces dedicated to physical activity.

"We hope our new service will really help workplaces all over the country get more active."

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LESMILLS

ATHLETICS

'Major concerns' result in athletics review

UK Sport has commissioned an independent review into UK Athletics (UKA), as part of what it calls a process to ensure the national governing body becomes "fit for the future". The review will look to identify actions for the governing body to "help the sport move forward", recommend areas of change and define areas to be reviewed further.

It is the latest review launched into the troubled governing body and will sit alongside those already commissioned into safeguarding and UKA's response to issues surrounding the Nike Oregon Project.

In late January, Malcolm Arnold, a former head coach

and the first performance director of UKA, publicly questioned the direction of the organisation.

Speaking to the *Guardian*, Arnold suggested that British athletics is in its worst state for 60 years, having "squandered" the golden legacy of London 2012.

Commenting on the review, Sally Munday, CEO of UK Sport said: "Issues raised in recent months regarding the sport are of major concern to both UK Sport and to the leadership team at UK Athletics. Both organisations are committed to delivering long-term improvement and ensuring the sustainability of the sport."

[READ MORE ONLINE](#)



■ The review will look to make UK Athletics 'fit for the future'



“
Issues raised in recent months are of major concern

Sally Munday

NATIONAL GOVERNING BODIES

Concerns remain over NGB funding despite revenue hike



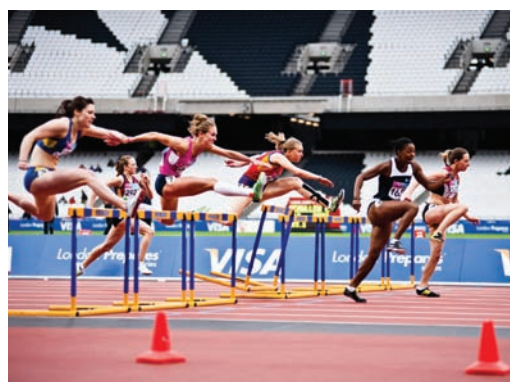
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The resurgence in sponsorship is not just a passing trend

Tom Wilson

National governing bodies of sport (NGBs) have reported a rise in commercial revenue during 2019 – indicating a potential resurgence in corporate sponsorship.

According to the *UK NGB Benchmarking Survey Report*, commercial revenue – mostly from sponsorship – accounted for 14 per cent of total income in 2019, compared to 13 per cent in 2018 and 11 per cent in 2017.

The report, by chartered accountants Haysmacintyre, is based on responses from 25 NGBs and reveals trends in financial performance and governance, as well as highlighting



■ NGBs have seen an increase in commercial revenue

future threats for the sector.

"While the rise in commercial income is not dramatic, it is encouraging that this apparent resurgence in corporate sponsorship is not just a passing trend," Tom Wilson, partner sports specialist at Haysmacintyre.

[READ MORE ONLINE](#)

STADIUMS

Manchester United plans 'safe-standing' at Old Trafford



Our belief is that the introduction of rail seating will enhance spectator safety in areas of the stadium where – as with other clubs – we have seen examples of persistent standing

Manchester United fans' forum

Premier League giants Manchester United have tabled plans to create a safe-standing area at its Old Trafford stadium.

The club has made an application to install rail seating for up to 1,500 supporters in a section of the stadium where supporters persistently stand anyway – claiming that the move would improve fan safety.

The plans were discussed at a United fans' forum on 31 January.

"A formal proposal was made to the local Safety Advisory Group (SAG) in December 2019 to request a trial in a small section of the stadium (up to 1,500

seats in the north-east quadrant)," the minutes from the fans' forum read.

"Our belief is that the introduction of rail seating will enhance spectator safety in areas of the stadium where – as with other clubs – we have seen examples of persistent standing.

"The SAG committee is reviewing the request. This is not an automatic approval process. We will discuss the proposal in detail with the relevant authorities and will work through their review processes."

READ MORE ONLINE



■ Rail seating at Celtic's Parkhead stadium

Play Video

MAJOR VENUES

Work to begin on Leicester Tigers developments

Preliminary works are set to begin in March on a hotel development at Welford Road Stadium – the home of Premiership Rugby club Leicester Tigers.

The £22m project will see the construction of a five-floor, 183 room hotel on a 1.7-acre plot adjacent to the stadium, replacing a space previously used as a car park.

As part of the club's strategy to create new revenue streams, the hotel will feature 3,300sq m of reception, lounge and dining areas, as well as a business centre, retail and lobby areas. Plans also include an outdoor fan zone



■ The project includes a 183-bedroom hotel



This is an important project to add to our facilities

Simon Cohen

in front of the stadium's main Holland & Barrett Stand.

Other hotel facilities include a health club, restaurant and fifth-floor 'sky bar' on top of an underground car park.

Tigers CEO Simon Cohen said the breaking of ground marks "a huge step".

"This is an important project to add to our facilities and to support the long-term vision around our stadium," Cohen said.

READ MORE ONLINE

Trust partners with NHS to get long-term ill more active

Circadian Trust is partnering with NHS GP surgeries in Gloucestershire to launch an initiative which helps people with long-term illnesses to become more physically active.

The Healthy Lifestyle Referral Scheme has been developed for adults living with, or at risk of developing, a medical condition.

The partnership will see five Active Lifestyle Centres – operated by Circadian Trust – work with local GP surgeries to provide individuals with a health and wellbeing consultation and on-going support.

READ MORE ONLINE

POWER OF SPORT

Sport Value Bank to calculate social impact of sport



SportVB also measures the 'secondary benefits' of outcomes, such as cost savings to government via reduced welfare payments or increased tax revenue

A new service aims to offer sports organisations the opportunity to accurately assess, record and value the impact of their community activities.

The Sport Value Bank (SportVB) is the brainchild of The Harlequins Foundation – the independent charity of Premiership Rugby club Harlequins – and has been developed in partnership with social value research consultancy Simetrica, Everton FC and Everton in the Community.

Organisations can access SportVB via an online portal, where they record a range of data for projects

■ SportVB was officially launched in January 2020

such as inputs (such as staff costs), outputs (number of participants) and outcomes (participants' recorded self-esteem improvements).

The system then calculates the overall net social value to society and provides additional data to interpret the source of that social value. It also measures the 'secondary benefits' such as cost savings to government via reduced welfare payments or increased tax revenue.

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FACILITIES

Northern Gateway Sports Park set for 2020 opening

The Northern Gateway Sports Park project in Colchester, Essex, is set to open to the public in the summer of 2020.

The multi-million pound, 76-acre site will provide both indoor and outdoor sports and leisure activities and will be owned by Colchester Borough Council.

Indoor facilities include a five-court sports hall, indoor cricket spaces and a health and fitness club with exercise studios and indoor cycling space.

Outdoors, there will be a one-mile floodlit cycling track, two 3G synthetic



■ The multi-million pound project will cover 76 acres



Indoor facilities include a five-court sports hall, indoor cricket spaces and a health and fitness club with exercise studios and indoor cycling space

football pitches, archery facilities, accessible cycling routes and a learn to ride and cyclo-cross track.

Construction is now underway by contractors R G Carter, with Colchester Amphora Trading managing the build of the development.

Once open, the facility will be operated by Leisure World Colchester, on behalf of the council.

[READ MORE ONLINE](#)



Kids under 12 should not head footballs in training

Children under the age of 12 should no longer head the ball during training sessions, according to The Football Association (FA).

The recommendation was made in the latest update to the FA's heading guidance.

It will provide grassroots clubs with the recommended heading guidelines for training sessions – but does not make any changes to the way matches are played.

The guidance follows research which suggested that former professionals were three times more likely to die from brain disease than non-players.

[READ MORE ONLINE](#)



FINAL FEW SPACES REMAINING

24th to 25th March 2020
Eastwood Hall, Nottingham



01603 814 233



francescatray@leisure-net.org



www.active-net.org

HOTEL SPAS

Luxury rooms generating 'double revenue'

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 was authored by Rod Clough, president - Americas at HVS and Mia Mackman, MD Spa and Wellness Consulting at HVS and founder of spa and wellness consultancy Mackman.ES.

"Spas are becoming influential assets for hotels and resorts", said the authors, "given the increasing demand for wellness and lifestyle programmes. With growing hotel and resort offerings being developed and dedicated to wellbeing, examining the depth of spa and wellness performance has become a fundamental factor in relation to strategic growth and valuation."

Data shows luxury hotels have larger spas on average than those in the upper-upscale category, while the former was reported to feature an average of 13 treatment rooms, compared to the latter's 12 rooms.

[READ MORE ONLINE](#)



■ The report tracks spa profitability from 2018 to Q3 2019



**“
Spas are becoming
influential assets for
hotels and resorts**

Mia Mackman

MARKETING

Champneys settles out of court in cancer advice case

**“
Champneys 'accepted
a caution' on three
charges out of
19 – specifically
advice relating to the
ingredients of an apple
dessert having anti-
cancer properties**

Spa operator Champneys has come to an out of court agreement with West Sussex County Council in the UK, in relation to charges brought against it relating to food safety, the publication of nutritional information and consumer protection laws.

The operator will no longer face legal action, after the council and the company came to an agreement to keep the matter out of court.

The council's legal team alleged that Champneys claimed ingredients in certain items on its menu, such as an apple dessert, could reduce the risk



■ The operator will no longer face legal action

of cancer, cardiovascular disease and diabetes and that a quinoa salad was labelled as being 'anti-inflammatory'.

Champneys told *Leisure Opportunities* it 'accepted a caution' on three charges out of 19 – including advice relating to the apple dessert having anti-cancer properties. The remainder of the 19 charges were dropped.

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Attractions news

REDEVELOPMENT

V&A Museum of Childhood to close for two-year revamp



The museum's own collections of board games and dolls houses will be joined by Hollywood props and costumes

Creating an "unforgettable first museum experience for children" is the aim of the V&A Museum of Childhood in London, which has announced it will close in May 2020 to undergo a two-year, £13m transformation.

It said the "reimagination" of its collections, galleries, building and public programme will turn it into a "world-leading centre of creativity for children".

Indeed, creativity is a major theme for the planned new museum, which said it wants to "champion the role of creativity on the school curriculum and nurture the next generation of artists".



■ Plans include spaces for kids to express themselves

The museum's own collections of board games and dolls houses will be joined by Hollywood props and costumes, such as the original Superman costume and Frankenstein's Monster, which will be set within theatrical displays to inspire budding screenwriters, authors and story-tellers.

[READ MORE ONLINE](#)

MUSEUMS

£900k Coastal Forces museum to open in Gosport

A new museum, dedicated to the smaller craft used by the Royal Navy in both world wars, is set to open in Gosport, Hampshire, in 2021.

The Coastal Forces Museum is expected to open in Q2 2021 and will aim to educate visitors on the significant role the Coastal Forces played in both world wars.

According to Dr Dominic Tweddle, the director-general of the National Museum of the Royal Navy, the Coastal Forces were an 'important component' of the Royal Navy and had more than 2000 boats manned by



■ Coastal Forces operated smaller vessels in WWII



The coastal forces were an important component of the navy

Dominic Tweddle

25,000 officers at the height of both wars.

"They attracted people looking for a bit of 'derring-do' because the missions they performed were brimming with excitement and often action," Tweddle said.

The £900k museum will form part of the second phase of a £30m redevelopment of Priddy's Hard, a naval base on the west side of Portsmouth Harbour.

[READ MORE ONLINE](#)

The Gobbins in line for £11m development

Plans for an £11m extension to The Gobbins, a famous cliff-face path at Islandmagee, County Antrim, Northern Ireland, have made significant progress, according to the local borough council.

Mid and East Antrim Borough Council is preparing an outline business case for the project – called The Gobbins Phase II – which will see the coastal path extended to take in more geological features, with new structures crossing gullies and crevices, making it a more adventurous experience for tourists.

[READ MORE ONLINE](#)

FACILITIES

Belfast Zoo's future role "uncertain"

The future nature of Belfast Zoo is uncertain after a motion was tabled by a city councillor to phase out the display of caged animals and return the animals "to their natural habitats". However, the motion also envisaged transforming the zoo into a "world-class visitor attraction by 2025".

Councillor Conor Maskey of Sinn Féin put forward the motion at a Belfast City Council meeting. It proposed that the zoo should instead become a conservation centre for indigenous animals and gave a commitment to secure all existing jobs.

Maskey also pointed out that ratepayers

subsidise the zoo to the sum of £2.5m per year.

However, there was criticism of the motion from rival political groups on the city council, as well as from trades unions and animal welfare bodies.

Among the more than 600 animals kept at Belfast Zoo is a pride of Barbary Lions, which no longer exist in the wild.

Councillor George Dorrian of the rival Democratic Unionist Party said that while he was concerned that the zoo was loss-making, it required "more investment and the creation of a wider outdoor activity leisure park to enhance it".

[READ MORE ONLINE](#)



■ The zoo's Barbary lions are part of a global breeding programme



The zoo requires more investment

George Dorrian

MAJOR PROJECT

Eden Project to build £67m attraction in Northern Ireland



The project will be owned by the Foyle River Gardens charitable trust and operated in partnership with the Eden Project

A new £67m cultural and environmental Eden Project tourist attraction is to be built along the banks of the River Foyle, near Derry-Londonderry, Northern Ireland, with organisers hoping it will help to bring social, economic and environmental regeneration to the city.

Construction is due to begin in the next 18 months, with a target of opening in the middle of 2023. Initial concept designs have been completed by Grimshaw Architects.

The project will be owned by the Foyle River Gardens charitable trust and



■ Eden Project Foyle will have a range of sanctuaries

operated in partnership with the Eden Project. It was included in a recent deal between the UK and Irish governments aimed at restoring power-sharing to the Northern Ireland executive, and this has encouraged the participants to move forward with the plans.

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The future of domestic tourism (Part 2)

Last time I wrote about how the only real growth segment in domestic tourism over the last 10 years has been with people aged 55+ and that the youth market (those aged 18-35) has been decreasing due to increasing student loans and young people having to save more to buy a house than any previous generation.

This time I'm going to explain why the decreasing ability of young people to buy a house could have a dramatic impact on domestic tourism in the future. First, a few figures. A recently released ONS housing report shows that only half of people in their mid-30s to mid-40s had a mortgage in 2017 compared with more than two-thirds in the late 1990s. Instead, people in this age group were three times more likely to rent their home in 2017 compared with 20 years ago.

Perfect storm

The combination of high student debt, high house prices and wage stagnation means that an increasing number of young people are becoming renters for life rather than home owners. This will result in two considerable problems for the domestic tourism industry.

First there is the issue of how consumer spending works differently depending on whether you own a home or not. If you own a property you are generally paying less for your mortgage than if you rented a comparable property – so you have greater discretionary spend. You also have the ability, if you spend too much on your credit card, to add that debt to your mortgage and keep on spending. If you are renting, you do not have this option so you have to be

more careful with your discretionary expenditure and you cannot roll up your debt into the mortgage in order to continue spending.

But there is an even greater problem. If you own a home, you aim to pay off your mortgage by the time that you retire. This means that a large proportion of the pension savings that you accrue through your working career are available for discretionary purchases such as holidays when you retire. However, if you rent, then a large percentage of your pension savings will be needed to continue paying your rent when you retire, meaning that you have very little left for discretionary expenditure in your retirement and will take far fewer holidays.

So, unless we can reverse recent trends in home ownership by removing student loans or building more affordable houses, the future of the domestic tourism industry could be considerably worse than it is today. ●



■ Kurt Janson is the director of the Tourism Alliance



Unless we can reverse recent trends in home ownership, the future of the domestic tourism industry could be considerably worse than it is today



■ UK tourism hot spots could see a decline in the number of domestic visitors in future



Wearable fitness aids, such as Fitbits, were among the 10 most popular corporate rewards across the UK

David Gould, CEO, CR Worldwide



Going corporate

New *Corporate Wellness 2.0* report reveals that wellness perks and wearable fitness gadgets are among the most popular rewards with workers

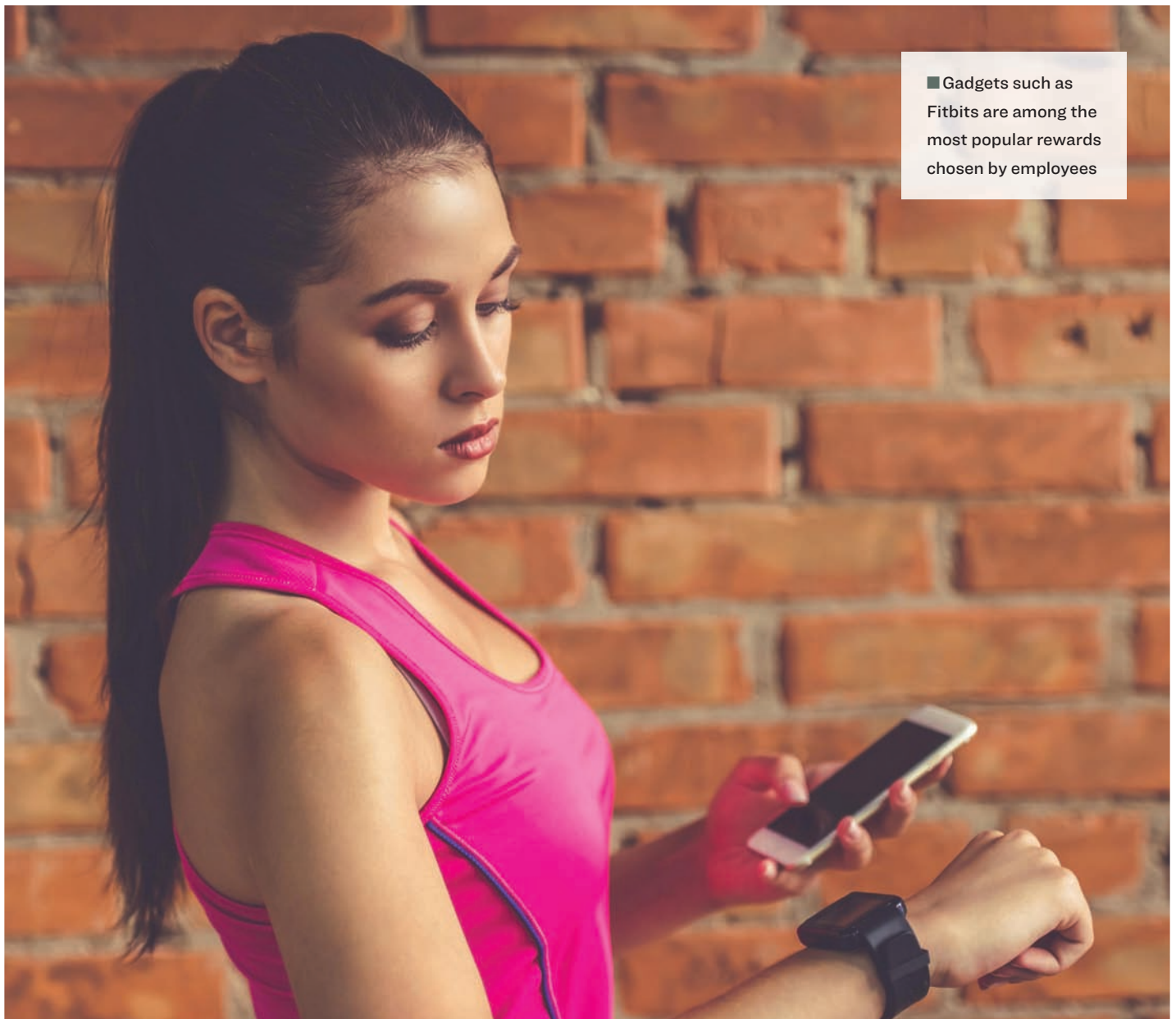


■ Large enterprises across the world are transforming their workplace benefits

Rising workplace stress among employees has led companies to increasing their investment in incentives as rewards – with wearable fitness gadgets among the most popular perks.

The finding comes from a new report by CR Worldwide called *Corporate Wellness 2.0*. The report is based on data from 120 enterprises and more than 287,000 employees. It shows that overall, corporate spending on rewards and incentives is rising year-on-year, with the Asia Pacific region doubling its investment in rewards programmes.

UK enterprises have doubled their average spend on employee rewards over the past three years, while US companies are now spending an average of US\$292,000 on employee rewards in 2019.



■ Gadgets such as Fitbits are among the most popular rewards chosen by employees

Individuals are choosing corporate rewards that demonstrate an increased awareness of mental health and wellbeing

Gadgets such as fitness trackers, wearable tech and tablets are among the most popular rewards chosen by employees.

"Individuals are choosing corporate rewards that similarly demonstrate an increased awareness of mental health and wellbeing – such as extra leisure time or health-related gadgets," the report says.

"Wearable fitness aids, such as Fitbits, were among the 10 most popular corporate rewards across EMEA (including the UK) and the US in 2019."

According to David Gould, CEO of CR

Worldwide, the increase in companies investing in rewards is a result of an evolving employment landscape.

"Large enterprises across the world are transforming their workplace benefits and brands in response to major changes in workforce demographics that are affecting recruitment, retention and productivity," he said.

"Rising stress, ill-health and skills shortages among a new generation of workers are stunting productivity, growth, wages and living standards.

"Younger workers are also more likely than previous generations to

prioritise prospective employers' values and their individual ability to make an impact over salary and status. This is causing big brands to lose out to start-ups in the talent race.

"Young workers are less financially oriented. CR data reveals this is mirrored in a 'transformation in workplace' culture, with companies creating millennial-friendly brands promoted through workplace wellbeing initiatives.

"Also, individuals are choosing more corporate rewards that benefit their personal wellbeing." ●



For the first time, we are able to compare perceptions and experiences of disabled people to non-disabled people

Barry Horne, CEO, Activity Alliance



 Play Video

Equal opportunities

A new study has revealed that four in five disabled people want to be more physically active – but feel that their needs aren't catered for

Four in five (81 per cent) disabled people want to be more physically active – but are unable to, as the demand for their needs is not being met by operators. The figure comes from the latest Annual Disability and Activity Survey, published by the Activity Alliance, which offers an in-depth comparison of disabled and non-disabled adults' experiences of sport and activity.

Less than half (40 per cent) of disabled people feel they are given the opportunities they need to be active, compared to 71 per cent of non-disabled people. Meanwhile, less than a third of disabled people (32 per cent) agree that organised sport is for someone like them – compared to 63 per cent of non-disabled thinking the same.

The revelations come after figures from Sport England revealed that disabled people are twice as likely to be



■ The report's recommendations include a call for the sports sector to challenge perceptions through inclusive and accessible communications

inactive as those without impairments.

To tackle the issues, the report makes three recommendations for sport, health and other sectors to work towards. These are to address the wider determinants of inactivity, to design and lead a choice of accessible activities and to challenge perceptions through inclusive and accessible communications.

"For the first time, we are able to compare perceptions and experiences of disabled people to non-disabled people," said Barry Horne, CEO for Activity Alliance.

"This is a first new step in gathering a snapshot of real life for a huge number of people in our population.

"We want to achieve fairness for disabled people in sport and activity, a position where disabled people are as active as non-disabled people. The findings provide robust insight to



■ Less than a third of disabled people (32 per cent) agree that organised sport is for someone like them

“ We are all too aware that there’s an unacceptably high gap in activity levels between disabled and non-disabled people ”

Activity Alliance and our partners. This report will be key to helping us – as well as others – to begin changing the reality of disability, inclusion and sport.”

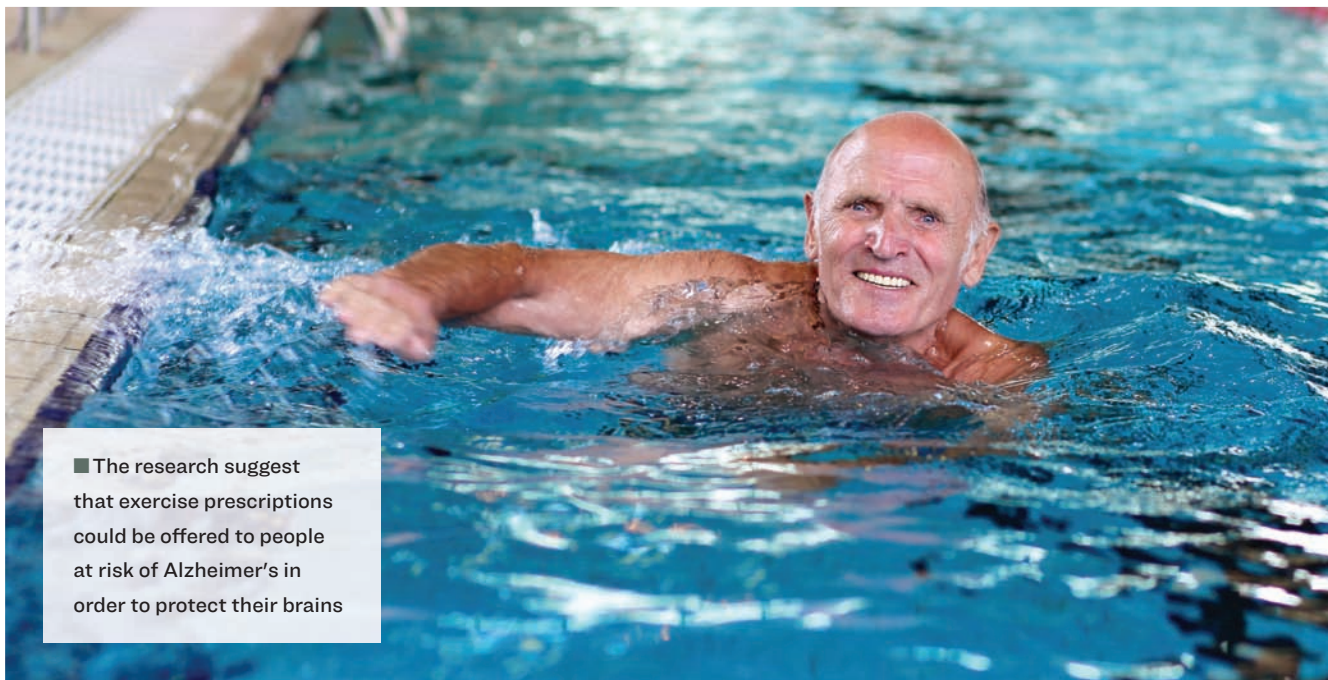
Tim Hollingsworth, CEO of Sport England, added: “At Sport England we are all too aware that there’s an unacceptably high gap in activity levels between disabled and non-disabled people, and that despite a desire to be more active, many disabled people are missing out on the range of benefits that can be gained through physical activity.

“Activity Alliance’s first Annual Survey increases our insight into this issue and throws down a challenge to all in the physical activity sector: to use this new understanding to make sure that far more disabled people can get physically active in a way that is right for them.

“It’s a challenge that personally I know we must take up.” ●



■ Less than half of disabled people feel they are given the opportunities they need to be active



■ The research suggest that exercise prescriptions could be offered to people at risk of Alzheimer's in order to protect their brains

Keeping the brain fit

Aerobic exercise has been linked to enhanced brain function among those at risk of Alzheimer's

Taking part in regular aerobic exercise could decrease the likelihood of developing Alzheimer's disease in adults who are at higher risk of generating the illness.

A study by a team at the Wisconsin Alzheimer's Disease Research Center (ADRC), University of Wisconsin School of Medicine and Public Health, looked at the effects of exercise over a period of six months on individuals at risk for Alzheimer's due family history or genetic predisposition.

The study investigated cognitively normal, older adults with a family history or genetic risk for Alzheimer's. All patients had a sedentary lifestyle and underwent a number of assessments, including cardiorespiratory fitness testing, measurement of daily physical activity, brain glucose metabolism



Behaviour, in this case regular aerobic exercise, can enhance brain function

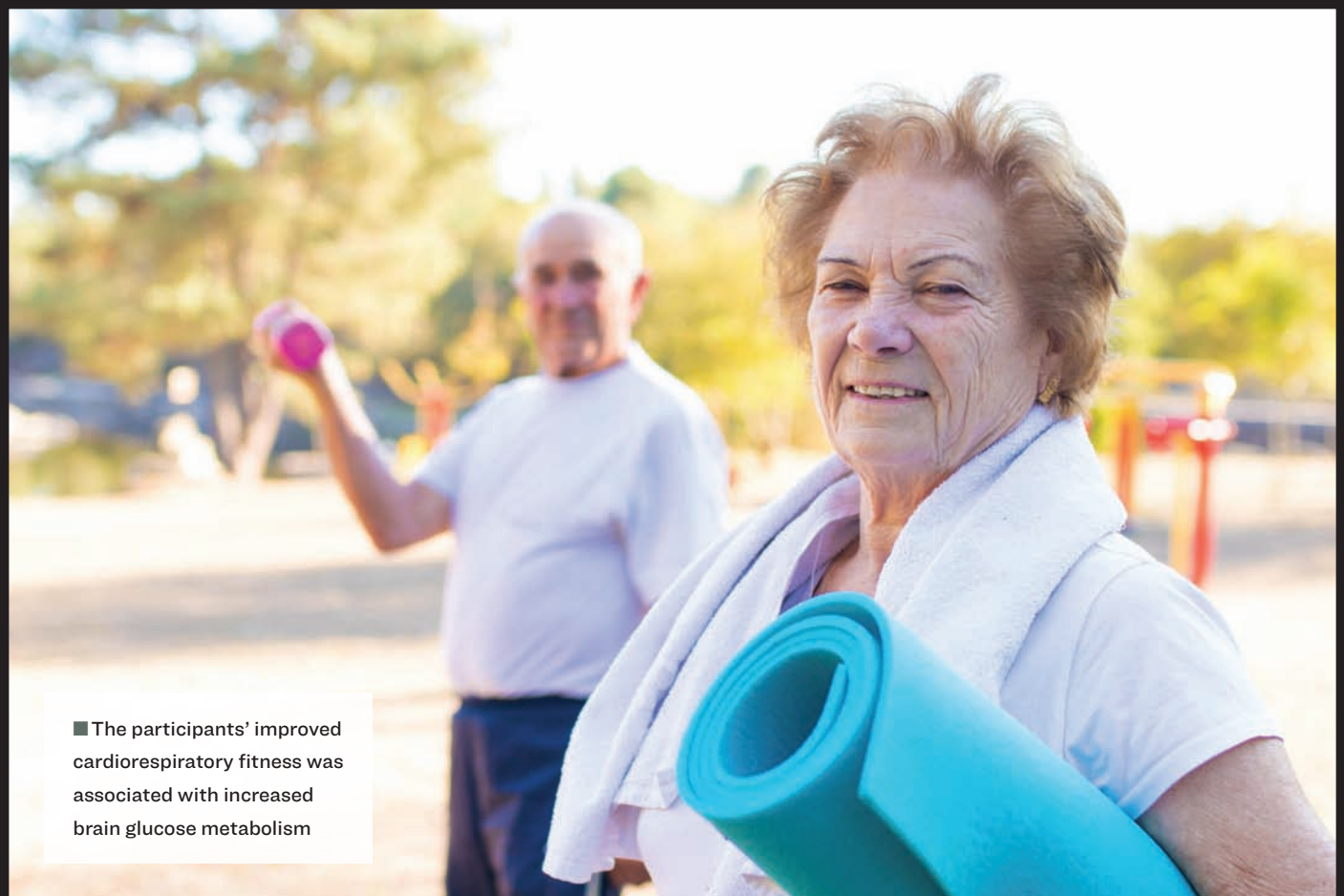
Ozioma C. Okonkwo,
lead investigator, ADRC

imaging (a measure of neuronal health) and cognitive function tests.

Half of the participants were given information about maintaining an active lifestyle – but did not take part in organised exercise sessions.

The other half participated in a moderate-intensity treadmill training programme with a personal trainer, three times per week for 26 weeks.

Compared to the participants maintaining their usual level of physical activity, individuals assigned to the active training programme improved their cardiorespiratory fitness, spent less time sedentary after the training programme ended, and performed better on cognitive tests of executive functioning (but not episodic memory). The participants' improved cardiorespiratory fitness was associated with increased brain glucose



PHOTOS: SHUTTERSTOCK

■ The participants' improved cardiorespiratory fitness was associated with increased brain glucose metabolism

The research shows that lifestyle behaviour can potentially enhance brain and cognitive functions

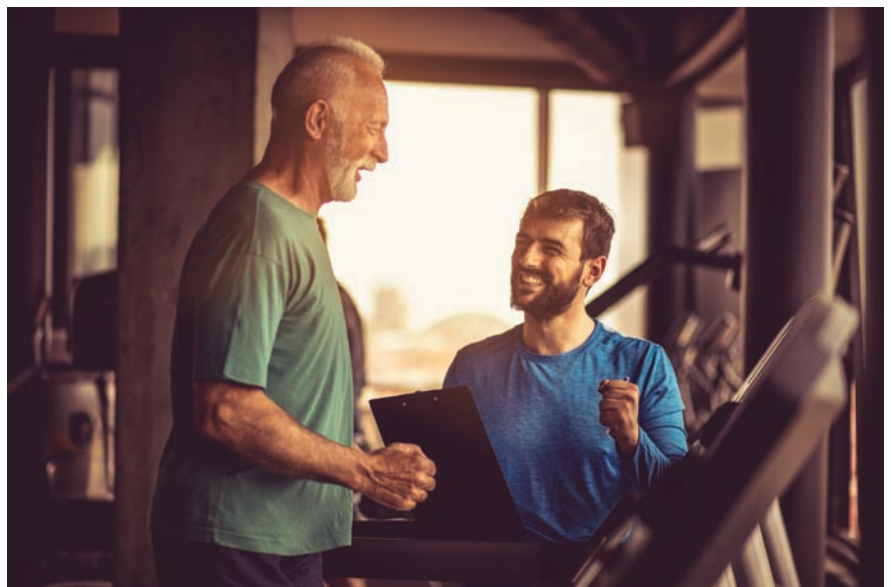
metabolism in the posterior cingulate cortex, an area linked to Alzheimer's.

According to Ozioma C. Okonkwo, lead investigator at ADRC, the results could see exercise being incorporated into care plans against Alzheimer's.

"This study is a significant step toward developing an exercise prescription that protects the brain against Alzheimer's, even among people who were previously sedentary," Okonkwo said.

"The research shows that lifestyle behaviour – in this case regular aerobic exercise – can potentially enhance brain and cognitive functions that are particularly sensitive to the disease. The findings are especially relevant to individuals who are at a higher risk due to family history or genetic predisposition."

The results of the study are published in a special issue of Brain Plasticity devoted to exercise and cognition. ●



■ Those taking part in moderate-intensity treadmill training with a personal trainer performed better on cognitive tests of executive functioning

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Salary: £60,000

Fantastic opportunity to lead the next exciting stage in the development of the only membership association bringing together and representing leisure and cultural trusts across the UK.

Community Leisure UK is a national members' association representing leisure and culture charitable trusts and social enterprises across the UK. The association is a small, agile and values-driven organisation. The Chief Executive role is an integral part of this team and wider trust collective. Members range from small trusts operating one or two facilities, to very large trusts operating in multiple geographical locations. The trusts play a major and distinctive role in the national delivery of vital local services and Community Leisure UK works closely with our members and many national bodies to assist this role and support best practice.

Our member trusts operate a very wide range of leisure and cultural services in communities across the UK - from the Shetland Isles to Cornwall, and from the Western Highlands to Kent. Together our members provide around 45% of public leisure services in England and Wales and 85% in Scotland. The facilities and services they deliver support many kinds of physical and cultural activity, from sports and community cultural services to activities as diverse as children's centres and parks.

We are looking for a senior leader of the highest calibre to become the next Chief Executive of Community Leisure UK. The successful applicant will provide the necessary leadership to take the organisation forward, maintaining it as the recognised 'voice' of our members and ensuring it is the first contact point for policymakers.

As you would expect you must be able to demonstrate outstanding management, influencing, relationship building and communication skills to successfully fulfil this brief. The creative development of revenue streams would be a further useful skill. The Executive Board are open to considering candidates from a range of backgrounds, who are able to demonstrate their understanding of the issues and partners in the leisure and cultural services and non-profit-distributing sectors, the complexities of operating within those environments and the particular challenges of running a UK-wide membership association.

This is a great opportunity to work with an organisation at a key point in its development, progressing the strategic direction being taken by Community Leisure UK in recent years. We are looking for a person to develop and deliver our strategy going forward, who shares our passion for promoting genuine leisure and cultural trusts across the UK.

If you want to play a leading part in shaping the future of our services and sector across the UK, then we would be delighted to hear from you.

Community Leisure UK is committed to equality and strongly values diversity. Candidates need to read the Candidate Pack as this includes specific application information and details.

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Peterborough, Cambridgeshire

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The right candidate will be enthusiastic and experienced in managing creative and successful visitor operations and visitor centres/retail outlets. They will be able to think creatively and will be responsible for leading on the retail and visitor operations located in Nene Park's Visitor Centre and Nene Outdoors water sports and activity centre. The role will involve sourcing and promoting sustainable products including from local businesses and some created within Nene Park. It will also involve working with the wider Nene Park team to develop new and exciting opportunities for the Park and its visitors.

Please note that all applications need to be made on the application form provided and CVs cannot be accepted.

CLOSING DATE: 9am ON MONDAY 23 MARCH

For more information about the role and to apply please click 'apply now' or scan QR code.



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Events Manager

Salary: £33,864 p.a (Inclusive of Weekend Enhancement)

Location: Whipsnade, Dunstable, UK

We're ZSL, an international conservation charity. Our vision is a world where wildlife thrives and we're working every day to achieve this. From investigating the health threats facing animals, to helping people and wildlife live alongside each other, we are committed to bringing wildlife back from the brink of extinction. Through the work of our pioneering scientists, our dedicated conservationists and our unrivalled animal experts in our two zoos, our purpose is to inspire, inform and empower people to stop wild animals going extinct.

We are looking for an **Events Manager** to join the ZSL Events Team, based at our office at ZSL Whipsnade Zoo. This experienced, enthusiastic and resourceful team member will research, plan and deliver the annual programme of events which is constantly evolving and expanding.

This role will cover a diverse range of events research, event promotion and onsite delivery. You should have a flair for organising, motivating and making things happen, keeping track of several different projects simultaneously and the ability to remain calm when under pressure.

You should be confident with the ability to liaise effectively with a broad spectrum of internal and external stakeholders, colleagues and suppliers. An excellent team player, good at motivating people, with good written communication skills as well as excellent IT skills. Ideally, you will also have an interest in animals and a passion for conservation.

The Zoological Society of London is a charity registered in England and Wales: no. 208728.

For more information about the role, person specification and to apply please click 'apply now' or scan QR code.



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We are a friendly, caring centre and take great pride in providing all users with an enjoyable experience as well as support each other by working together as a team.

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At Swimming Tales we really work as one big friendly team and help each other to provide the best fun based swimming lessons swapping idea's and sharing tips to ensure the children progress and also develop a true love of the water. We have lots of swimming equipment so every lesson is different and fun. Small classes with lifeguard on poolside.

Swimming Teacher

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Club and Tennis Manager

LOCATION: SHEPHERD'S BUSH, LONDON

CLOSING DATE: 15 MARCH, 2020

Holland Park Lawn Tennis Club is a private members tennis Club set in the surviving wing of the mansion house which at one time belonged to the Holland Estate.

The Club is set in quiet, secluded grounds close to Holland Park Avenue/ Shepherd's Bush. The 500+ members enjoy 5 all weather and 3 grass tennis courts, beautiful surroundings a friendly atmosphere, great bar and food service. This not for profit Club is administered by a management committee of members and a full-time Club & Tennis Manager.

The Club runs tennis events, tournaments, competitions, club nights as well as a full programme of members' social events, functions and parties.

Responsible to the Chairman and Committee for the smooth, efficient running of the Clubhouse services and internal administration of the Club and for contributing to the development of the Club's sports and social activities and services.

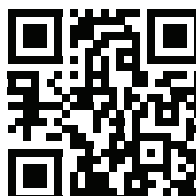
Areas of responsibilities include;

- Staffing
- Budgets and financial record keeping
- Bar and catering services
- Coaching
- Health, Hygiene and Safety
- Security
- Membership, general administration and communications
- Clubhouse and grounds maintenance

The Club Manager also plays a vital role in the general smooth running of the Club and, with the Committee, ensuring it operates for the benefit of Members. He/she is often the main point of contact with Members, outside bodies or neighbours.

The Club Manager is expected to maintain a reasonable degree of flexibility in terms of his/her hours of work, and be available at weekends and at other times as agreed with the Chairman or the Committee.

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ACTIVE

A BETTER CAREER STARTS HERE

With 270 leisure centres across the UK, now's a great time to join Better. We're run by GLL, a charitable social enterprise and the largest public provider of leisure and cultural services in the UK. Our aim is to get more people more active, more of the time, whilst making leisure, cultural and community facilities accessible and affordable.

As a not-for-profit organisation, we're different; so whether you're a lifeguard or duty manager, swimming teacher or fitness instructor, you'll find a range of great careers across the UK.

Benefits include:

- Pension schemes
- Discounts on shopping, days and nights out and events
- Free uniform
- Discounted membership at our leisure centres
- Career pathways
- Ongoing training and development to help you to be the best

So, join us today and see
where we can take you, visit:
www.glljobs.org



BETTER
the feel good place



INVESTORS IN PEOPLE™
We invest in people Silver

GLL
better for everyone

Better is a registered trademark and trading name of GLL (Greenwich Leisure Limited), a charitable social enterprise and registered society under the Co-operative & Community Benefit & Societies Act 2014 registration no. 27793R. Registered office: Middlegate House, The Royal Arsenal, London, SE18 6SX. Inland Revenue Charity no. XR43398



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...

SO YOU CAN
TURN YOUR PASSION
INTO YOUR CAREER.



WE ARE HIRING

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

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

Come and find your fit at The Gym, head to
www.thegymgroup.com/careers.

the
gym.
find your fit



truGym

#getyourfiton

ARE YOU A PERSONAL TRAINER ON THE LOOKOUT FOR A NEW OPPORTUNITY?

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.

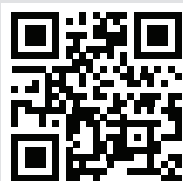
If you are an experienced, motivated PT, qualified to Level 3 or above with a first aid qualification, then we'd like to hear from you.

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 budget gym operators in the UK. Since the first club opened in 2009, the brand has expanded to 12 gyms across the UK with more due to open each year.

truGym have developed a sound business model, that offers affordable and convenient fitness facilities. What separates truGym from the rest is a focus on premium gym experiences at a price you would expect in the budget sector. This is achieved through great quality gym equipment, sauna relaxation areas, professionally run group exercise classes and a dedicated team of staff that are passionate about fitness and helping 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, class instructors and general managers.