

# leisure opportunities

17-30 March 2020 Issue 784

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## Budget: business rates suspended

**Business rates in England will be abolished for one year for firms in the leisure and hospitality sectors with a rateable value below £51,000.**

This means that thousands of small firms – from gyms and sports clubs to small hotels and B&Bs – will not pay any business rates in the coming year.

The announcement was made by chancellor Rishi Sunak, who delivered his first budget in the House of Commons on 11 March.

The measure is an expansion of a pledge made in the 2019 Conservative manifesto, which outlined plans to increase business rates discounts for cinemas and restaurants (with a rateable value of less than £51,000) to 60 per cent.

Sunak said the 60 per cent pledge would be extended to 100 per cent in order to help the businesses weather the effects of the Coronavirus (COVID-19).

He then added: "Gyms, small hotels, sports clubs, museums and theatres wouldn't have originally benefited



■ The move will benefit small gym businesses

from the rate discount – but they could be some of the hardest-hit.

"So, for this year, I have decided to extend the 100 per cent retail discount to them as well.

"Any eligible leisure business with a rateable value below £51,000 will, over the next financial year, pay no business rates whatsoever."

[READ MORE ONLINE](#)



**Any eligible leisure business will pay no business rates whatsoever**

Rishi Sunak



### FITNESS

**New dates for FIBO event, IHRSA 2020 cancelled**

Fears over COVID-19 force changes in event schedules

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### SPORT

**Sports Governance Academy set to launch in April**

SGA's free assets designed to help improve governance

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## Karl Dietrich named chief development officer of boutique fitness operator TRIB3

**K**arl Dietrich, the former global development officer at easyGym, has been named chief development officer at boutique fitness brand TRIB3.

An industry veteran, Dietrich has held several senior roles in leisure and fitness – including stints as business development director at Anytime Fitness and marketing director at Serco Leisure.

Most recently, Dietrich has been assisting TRIB3 to develop its franchise offering through his consultancy business, F2L Consulting.

"After a fabulous few months of supporting the team at TRIB3



■ Dietrich has held several senior roles in leisure and fitness

**"After a fabulous few months of supporting TRIB3, I'm now joining the team as chief development officer"**

International with its franchise development and launch, I can now announce that I have been given the

amazing opportunity to join Kevin Yates and the TRIB3 franchise team as chief development

officer," Dietrich said.

"I'm very excited for the future and it is going to be an amazing journey."

TRIB3 was co-founded by Kevin Yates, Dan Summerson and David Cross at the beginning of 2016.

The company's boutique format is based on bootcamp-style HIIT training, offering group programming and interaction through digital and performance monitors.

In August, entrepreneurs Allan and Jonathan Fisher completed a Series A capital investment deal in TRIB3, which saw them acquire a controlling stake in the business.

[READ MORE ONLINE](#)

## Fit For Sport founder Dean Horridge steps down as chief executive, will remain a board member



■ Horridge has been CEO since 1990

**D**ean Horridge, founder of children's activity provider Fit For Sport, is stepping down from his role as the company's CEO.

"It is with excitement and mixed emotions that I wish to communicate that I have decided to move into a new role within Fit For Sport," Horridge said.

"After 29 years of being Founder and CEO of Fit For Sport I have made the decision to step back from the day to day operating of the business.

**"After 29 years, I have made the decision to step back from the day to day operating of the business"**

"From March 2020 I will continue as a board member supporting the business.

"I'm looking forward to my new role and I would thank everyone for their support over many years and I look forward to continuing to work with the industry into the future. I'm so proud of the 100,000's children engaged in our amazing journey."

Fit For Sport is part of the Junior Adventures Group and specialises in holiday activity camps, which are run to provide school holiday childcare within a safe, supportive and fun environment.

The camps are designed to engage all children from 4-12 years old through multi-sports and games.

[READ MORE ONLINE](#)



■ The Duke spoke about sustainability across the tourism industry

{ **"We believe travel is a good thing. It is the heart of human experience, of cultural connections"** }

## Duke of Sussex launches Travalyst– a sustainable tourism initiative

**P**rince Harry, HRH Duke of Sussex, has returned to the UK for his first public appearance, one of his final as a 'senior royal', since he and his wife, Meghan Markle, renounced their HRH titles earlier this year.

The Duke of Sussex arrived in Edinburgh, Scotland, on 25 February, ahead of the Travel Tourism Summit, where he introduced his new sustainable tourism initiative, Travalyst.

A programme that aims to help tourists make eco-conscious decisions and support local communities while travelling, Travalyst was formed in partnership with Booking.com, Skyscanner, Visa and TripAdvisor. Its initial projects include an

easy-to-use guide that will score sustainability across the travel and tourism sectors, with a particular focus on accommodation and aviation practices.

"I want to help create a platform where all of us concerned about these issues can work together, where competition can unite and incentivise a positive systemic change," said the Duke in a speech, launching the project.

"We believe travel is a good thing. It is the heart of human experience, of cultural connections, and of new friendships.

"It is a global powerhouse that keeps culture alive and protects precious spaces."

**READ MORE ONLINE**

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■ Minton said the new fitNdata will track consumer and facility big data

[▶ Play Video](#)

## David Minton launches global fitness data platform with backing from Vedere Ventures

Vedere Ventures has announced today (4 March)

that it is investing in new global fitness data platform fitNdata.

fitNdata will be launched by David Minton, founding director of The Leisure Database Company. It will combine real-time supply data with consumer fitness data to offer a series of services enabling solutions and insights for global clients.

Minton says little is currently known about

**"To be able to raise the standard and change the reputation of fitness data globally is an exciting prospect"**

the number of fitness properties worldwide and fitNdata will create a "new fitness data platform" to spot trends and answer questions that will inform business case planning.

Speaking exclusively to *Leisure Opportunities*, Minton said: "I'm personally delighted to be launching fitNdata, as it's the next big step in my life's work. To be

able to raise the standard and change the reputation of fitness data globally is an exciting prospect, not to mention the value and insight it will bring, and the changes it will facilitate within our industry and fitness economy.

"I know Vedere Ventures will be able to help drive new revenue models."

[READ MORE ONLINE](#)

## Manchester United Academy coach Nick Cox reveals club's plans to scout schools for talent

Manchester United has launched a new initiative to increase its engagement with local schools and grassroots clubs across Manchester and the North West of England.

The Emerging Talent Programme will operate as a link between local communities and curriculum-based charitable work undertaken by the Manchester United Foundation and the club's elite youth academy.

The new programme will look to widen the reach of the academy, by delivering a range of projects to identify talented footballers across the region. The most talented ones will then be offered



■ Cox said the club will engage with 1,300 schools across the region

**"We're committed to our presence and activity within our local community in Manchester and beyond"**

the opportunity to attend a structured development programme at the club's Emerging Talent Centre.

Over the next three years, the Premier League club aims to engage with more than 20,000 children and

young people through a range of activities by focusing on three main areas – schools, grassroots clubs and its own Emerging Talent Centre.

The initiative will see all 900 primary schools and 400 secondary/high schools across Greater Manchester being offered the opportunity to participate in events.

"We are committed to our presence and activity within our local community in Manchester and beyond," said Nick Cox, head of academy for Manchester United.

"The programme enables us to radically increase the number of schools, grassroots clubs and communities that we interact with."

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■ Ömer Isvan is a GWS advisory board member

## Alroy and Isvan named co-chairs for Global Wellness Summit 2020

**A**mir Alroy, co-founder of Israeli wellness innovation hub, Welltech1, and Ömer Isvan, president of Servotel Corporation, have been announced as co-chairs of the Global Wellness Summit (GWS) 2020, which will be held in November 2020.

Alroy and Isvan will contribute to the agenda for the annual event which focuses on the business and future of wellness. Both bring expertise in what's unfolding in wellness innovation and investment.

Alroy co-founded Welltech1, which invests in and accelerates

wellness start-ups, increasing their viability and connecting them to global partners. He was also founder and CEO of Cloud 9 Wellness Clubs, in Israel.

Isvan, president of Servotel Corporation, leads an advisory company for global investment and development of hotels, resorts and integrated mixed-use destinations.

"My goal is to immerse GWS 2020 attendees in the very best and brightest ideas being developed by companies all across the wellness spectrum," said Alroy.

[READ MORE ONLINE](#)

**"My goal is to immerse GWS 2020 attendees in the best and brightest ideas being developed by companies all across the wellness spectrum"**

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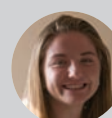
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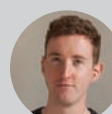
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## MY CAREER

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

Edd Pooley

CENTRE MANAGER

Wiltshire County Council

{ My true passions are sport, health and leisure }

**E**dd Pooley has been working in the sport and leisure industries for more than thirty years. He began his career as a lifeguard with New Forest District Council and now works as the centre manager of Five Rivers Health and Wellbeing Centre for Wiltshire County Council.



thing for the individuals within that team.

I get a real buzz from seeing a team member meeting their potential and having fun at work. I think creating a supportive environment for my staff is what drives them to deliver exceptional customer experiences.

Five Rivers gets 16,000 visits a week, and I believe that the team really bring their

'A' game, delivering great customer service and experiences day in day out. Commitment to our customers is always at the forefront of our minds."

### Tell us about your career

"My career began in 1988 with a work experience placement at Applemore Rec in Southampton. I was completely obsessed with sport so this felt like a good fit. I passed my Bronze medallion, now NPLQ, and started working as a lifeguard with New Forest District Council. I worked my way up through a number of roles, including recreation assistant, duty manager, assistant manager, and eventually became centre manager at Applemore. I then took on the role of centre manager at Lymington Health and Leisure before becoming the general manager of a large multi-site contract with Places for People Leisure.

In 2018, I dipped out of leisure and started working as a customer experience manager with Sainsbury's. This job was really valuable in developing my skills, both commercially and in terms of customer experience and was a great experience, but it showed me that my true passions are sport, health and leisure, so when the opportunity with Wiltshire County Council came up I jumped at the chance to get back into leisure."

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

"The people. I've always taken the stance that doing the right thing by the team means doing the right

### How has the industry changed?

"In the 80's, the focus was on 'Sport for All' with recreation centres catering for traditional sports. Organisations have become more focused on health, fitness and wellbeing. Customers have so much choice now, and can take advantage of great fitness facilities, equipment and classes in their leisure time."



■ Edd is the centre manager of Five Rivers in Salisbury





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## CORONAVIRUS

### New dates for FIBO, IHRSA cancelled

The FIBO team has announced new dates for the global fitness behemoth, following its postponement due to concerns over the COVID-19 (Coronavirus) pandemic.

The event will now take place in Cologne from 1 to 4 October 2020.

Silke Frank, director of FIBO, said: "We're responding to the wishes of many exhibitors to offer alternative dates within the current business year.

"We're very pleased to have found a solution following talks with the venue team at Koelnmesse Ausstellungen, who have responded at very short notice."

FIBO will now take place in a new hall, occupying the southern parts of the Cologne Exhibition Centre, with access via the east, west and south entrances.

The European Health & Fitness Forum (EHFF) will take place on 30 September, the day before the trade show opens.

Meanwhile, the International Health, Racquet & Sportsclub Association (IHRSA) has cancelled its forthcoming convention and trade show, which was set to take place in San Diego between 18 and 21 March.

It also confirmed that IHRSA 2020 will not be rescheduled.

[READ MORE ONLINE](#)



■ The huge FIBO show will now take place from 1 to 4 October



**We're pleased to have found a solution in talks with Koelnmesse**

Silke Frank

## MARKETING

### Fitness First grows corporate footprint with Gympass



**This deal will see all 117 DW Fitness First sites listed on the platform**

Scott Best

DW Fitness First has extended its partnership with corporate fitness sales specialist Gympass, to increase its reach amongst corporate customers.

The deal will result in all of the UK's 117 DW Fitness First sites being added to the Gympass network.

The extension follows a trial period of offering a limited number of DW Fitness First clubs to corporate clients through Gympass.

The trial showed that more than 80 per cent of those attending DW Fitness First sites through the Gympass platform were new to the facility. The



■ The extension follows a trial period with Gympass

findings have now resulted in DW Fitness First extending the partnership to include its entire estate of clubs.

"We're excited to have extended our partnership with Gympass and to have all 117 DW Fitness First sites listed on the platform," said Scott Best, DW Fitness First MD.

[READ MORE ONLINE](#)

AGGREGATORS

## Hussle launches corporate fitness service



**This is a game-changer for employee wellness**

Jamie Owens

Fitness marketplace Hussle has launched a corporate fitness service, providing employees with subsidised, multi-club access to UK gyms and health clubs.

The new service will run parallel to Hussle's core consumer offer and has already secured a number of leading brands and organisations – including Facebook UK, Channel 4 Television and the British Transport Police.

Hussle says it now has a presence in 96 per cent of all UK postcodes and the new corporate offering will leverage this geographic coverage to "appeal

to employers with staff that work in different locations or travel frequently".

"This is a game-changer for employee wellness," said Hussle's head of corporate, Jamie Owens.

"The scale and geographical spread of our network means that employers can support the health of their entire workforce, wherever they're located."

[READ MORE ONLINE](#)



■ The new service will run parallel to the consumer offer

INNOVATION

## Immersive Gym reveals augmented fitness journeys

Luxury tech innovator, Immersive Gym, has launched an augmented fitness environment which "intelligently uses technology" to transform static workouts into real-time journeys, without wearables.

Using overhead projectors or LED screens, 220 degrees of captured content is streamed onto three studio walls, while spatial audio and reactive lighting provide an immersive AR experience.

The set-up is suitable for cycling, running and rowing or any connected piece of training equipment, as well as wellness activities such



■ The set-up is suitable for cycling and other activities



**The system can immerse users in any environment**

Charles Pearce

as yoga, mindfulness and binaural beats frequency sessions – this involves listening to two different frequency levels in the left and right ear which can either energise the brain or place it in a meditative state.

"The system will allow you to be immersed in any environment you choose while being in your own space," said founder, Charles Pearce.

[READ MORE ONLINE](#)

## Couple workouts – the secret to relationships?

Getting fit together could be the secret for a long and happy relationship. A study by sports retailer Decathlon has shown that two thirds (66 per cent) of British couples who exercise together say working out with their other half has improved their relationship – while 21 per cent said working out as a couple made them feel more attracted to their partner.

When asked which activities are most popular among those to train together, swimming (37 per cent), visiting the gym (29 per cent) and running (24 per cent) came on top.

[READ MORE ONLINE](#)

## TECHNOLOGY

# Flywheel to shut down at-home service

Indoor cycling brand Flywheel is to discontinue its Flywheel At Home subscription service after settling a legal case with rival Peloton.

A 2018 lawsuit by Peloton alleged that Flywheel had copied aspects of Peloton's technology to stream live and on-demand classes, as well as track riders' performances.

In a statement filed at the United States District Court in Texas – and dated 3 February 2020 – Jeffery Naumowitz, Flywheel's chief financial officer, admitted that Peloton's complaint was "valid".

"On September 12 2018, Peloton Interactive filed a complaint asserting

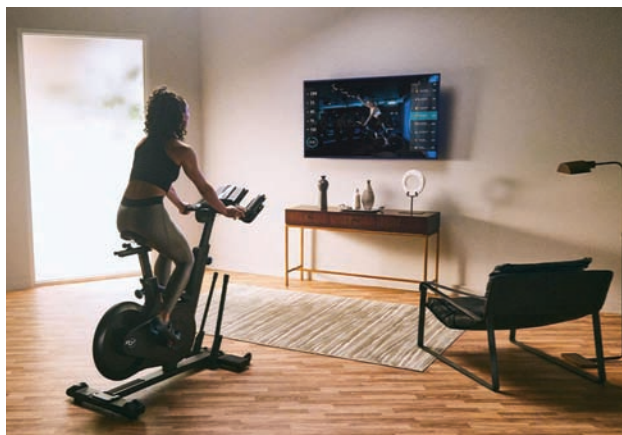
patent-infringement claims against Flywheel," the statement reads.

"Peloton alleged that Flywheel's at-home exercise bike (the "Fly Anywhere Bike") infringes certain claims of the US Patent No. 9,174,085 and US Patent No. 9,233,276. Flywheel now admits that the Peloton Patents are valid and enforceable.

"As such, and as part of the settlement resolving this dispute, Flywheel agrees that within 60 days it will stop infringing Peloton's patented technology."

In a separate statement, Flywheel said it would shut down its Flywheel At Home service on 27 March.

[READ MORE ONLINE](#)



■ Flywheel will discontinue its at-home service on 27 March



**Flywheel now admits that the Peloton Patents are valid and enforceable.**

**As such, Flywheel agrees that within 60 days it will stop infringing Peloton's patented technology**

Flywheel statement

## INDOOR CYCLING

# Barry's rides into indoor cycling market



**Described as a "lower impact Barry's experience", the concept will first be introduced as a pop-up experience**

Boutique fitness operator Barry's is entering the indoor cycling market with Barry's Ride – a new concept which launched in the US in February 2020.

The two first Barry's Ride studios were located in New York and Los Angeles, within or adjacent to existing Barry's studios.

Described as a "lower impact Barry's experience", the concept was first introduced as a pop-up experience, with the indoor cycling schedules being run separately from traditional classes in the Red Rooms. The 50-minute Ride classes offered



■ The concept was introduced as a pop-up experience

HIIT-style indoor cycling paired with traditional Barry's floor work.

"Just imagine replacing the treadmill with a bike and you've got the picture," a spokesperson for Barry's said.

Barry's – formerly Barry's Bootcamp – was launched in 1998 and was one of the first "boutique" fitness brands.

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## GRASSROOTS

### FA Fives initiative targets Euro 2020 legacy

A national five-a-side football festival aims to use this summer's UEFA Euro 2020 tournament as a catalyst to get people from all backgrounds more physically active.

The FA Fives programme will see events take place at more than 120 locations around England in May, with successful sides progressing to regional festival finals at the end of the month.

From there, teams can qualify for national finals, which will be held before the start of Euro 2020 in June.

The initiative is part of the Football Association's (FA) legacy programme for Euro 2020. England is one of the main hosts of the event,

with group stage games, round of 16 games and the semi-finals and final being played at Wembley Stadium.

As part of the bidding process to become a host city for the tournament, The FA secured a £1m contribution from government to build a legacy from the tournament.

"This gives us the opportunity to promote physical activity through free football in some of the most deprived areas of the country," said Patrick Brosnan, Sport England's strategic lead for football.

"The inclusivity of FA Fives strongly aligns with our goals as an organisation."

[READ MORE ONLINE](#)



■ The initiative will include football festivals across 15 categories



**Venues from the top 20 per cent most deprived areas in the country were encouraged to apply to be a Round One host**

## GOVERNANCE

### Sports Governance Academy set to launch in April



**This important support hub will equip people with resources**

Tim Hollingsworth

A new Sports Governance Academy (SGA), designed to support, develop and connect people working in the sport and physical activity sector, is set to launch in April 2020.

Set up in partnership by Sport England and the Chartered Governance Institute, the SGA will offer those working in the industry a number of free assets aimed at improving sports governance.

A number of resources will also be made available through the initiative – ranging from CIMSPA-accredited training courses to dedicated networking events and an annual conference.



■ The SGA will offer a number of free assets

The resources will be made available to all Sport England and UK Sport-funded organisations.

"This important support hub will equip people in the sports and physical activity sector grappling with governance, with resources, training and access to a thriving network of like-minded individuals," said Sport England CEO Tim Hollingsworth.

[READ MORE ONLINE](#)



**FUNDING**

## Sport Ireland invests €36m in run-up to Tokyo 2020



**It is encouraging to see this significant uplift in funding**

Kieran Mulvey

Sport Ireland will invest a record €36m in all levels of sport during 2020.

The funding will include a €13.8m grant to fund core activities of 58 NGBs, while €9.4m will be earmarked to support high-performance programmes in the run-up to the Tokyo 2020 Olympic Games.

A further €8.3m will be invested in the country's 29 local sports partnerships and €2.43m in International Carding Scheme – a programme which provides financial support to athletes for their training and competition programmes.

The total is an increase on the €32m spent on sport during 2019.



■ The grants will see €13.8m invested in core activities

"It is encouraging to see this significant uplift in funding for sport in Ireland," said Kieran Mulvey, chair of Sport Ireland.

"2020 will see Sport Ireland allocate the highest amount ever in grant funding across the board. The funding builds on 2019, a year which saw further development of the Sport Ireland Campus with the opening of Phase 2 of the Sport Ireland National Indoor Arena and a state of the art hockey pitch."

[READ MORE ONLINE](#)

**PARKS**

## Park fitness initiative Our Parks secures funding

Outdoor activity provider Our Parks, which offers people across England free outdoor exercise and fitness sessions, has secured a £245,000 National Lottery award.

Our Parks will use the funding – distributed by Sport England – to create a more representative coaching team and encourage more people to get physically active.

Our Parks was founded by Born Barikor in 2014, with the goal of giving people in London access to free outdoor exercise sessions.

It has since grown rapidly and its network now covers most of England.



■ Our Parks now has a presence in most of England



**It is important to empower communities with the right to coach**

Born Barikor

Barikor is now launching the 'Coach Parker' project – aimed at growing the company's coaching workforce and increasing the number of people from under-represented groups engaging with their sessions.

"This award marks a new era in coaching and is so important to empower communities with the right to coach or volunteer in the urban outdoor exercise space," Barikor said.

[READ MORE ONLINE](#)

## 2019 Cricket World Cup delivered £350m boost

The ICC Cricket World Cup has been credited with delivering a £350m economic boost to the UK.

An economic impact and benefits analysis, carried out by The Sports Consultancy, shows that the tournament generated a financial impact through money spent in the host economy by event visitors and organisers, business to business supplier contracts and broader consumer spend.

According to the study – carried out on behalf of the ICC – London attracted the most direct economic impact of almost £65m.

[READ MORE ONLINE](#)



# Sport news

## YOUTH SPORT

### Sports volunteering 'hugely beneficial' for young people



**We've seen the positive impact that sport can have**

Kristen Natale

Children and young people who spend time as sports volunteers are "happier and more satisfied with life".

Kristen Natale, Sport England's head of volunteering, said the evidence from social action programmes shows a range of benefits for young people – in addition to them getting physically active.

"We've seen the positive impact that social action, sport and physical activity can have on the outcomes for young people," she said.

"From increased confidence and resilience to reporting improvements in levels of happiness and life satisfaction."



■ Sport England is investing £900,000 in volunteering

Natale's comments coincided with Sport England announcing increased funding support for three youth volunteering projects.

The Laureus Sport for Good Foundation, Derby County Community Trust and Football Beyond Borders are all receiving around £300,000 to continue their work.

[READ MORE ONLINE](#)

## EMERGENCIES

### Storm relief funding accessed by 100+ sports clubs

More than 100 sports clubs and organisations have already received grants from an emergency storm relief fund launched earlier this month.

Set up by Sport England to help those affected by storms Ciara and Dennis, the fund has seen grants of up to £5,000 being awarded across the country.

Many clubs and organisations are still unable to safely access their facilities and the grant scheme remains open, with Sport England promising a "quick decision and access to cash for places in need".



■ Many grassroots facilities are vulnerable to flooding



**Floods can have a devastating impact on local sports**

Charles Johnston

According to Sport England's director of property, Charles Johnston, the funding is being used for decontamination, skip hire, equipment replacement and access repair.

"Floods can have a devastating impact on local sports organisations, causing damage to facilities and denying communities a chance to play sport for months on end," he said.

[READ MORE ONLINE](#)

### COVID-19: Questions remain over Tokyo 2020

International Olympic Committee (IOC) president Thomas Bach has admitted that the escalating Coronavirus outbreak is posing challenges for athletes trying to qualify for Tokyo 2020.

The list of sports events being cancelled due to the virus is getting longer each day – and has included many of the elite events acting as de-facto qualifiers for the Olympic and Paralympic Games.

An event taking place in Tokyo to train volunteers for the Games, was postponed from February to May.

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# Promotion

The Active IQ Skills Hub is going from strength to strength with over 1500 users registered to access its wide range of CPD, resources, information and best practice.



## Skills Hub goes from strength to strength

**A**vailable to Active IQ-approved centre staff and their learners, Skills Hub comprises eight discrete areas for ease of access:

- Qualifications Launch Pad
- Teaching and learning
- CPD
- Funding and policy
- Active IQ Chief Medical Advisor, Dr Dane Vishnubala
- Business and Marketing in partnership with Cambridge Marketing College
- Graduate Toolkit
- Standardisation and Training

### New content being released

#### for 2020 includes:

- Standardisation and Training – an area dedicated to sharing best practice in the delivery, assessment and management of Active IQ qualifications. Here you will find the Live eClinic booking system and follow-up learning checks plus the full suite of on-demand pre-recorded eClinic content.
- Teaching and Learning - CPD section with content focusing on topics such as perception, attention and memory, planning learning programmes to



maximise opportunities for development of understanding and re-enforcement of learning.

- Updated medical resources - including the latest research on various medical conditions such as cancer, osteoarthritis and

cardiovascular disease. This section is key to support the Spring launch of the Active IQ Level 3 Diploma in Supporting Clients with Long-term Conditions.

- Continuing Professional Development - new materials are added monthly including sports conditioning, functional training, topical nutrition issues, movement screening and Olympic lifting. Each CPD has video content and supporting resources. Learners are issued a certificate upon successful completion.

**To find more and register for Skills Hub email [Skillshub@activeiq.co.uk](mailto:Skillshub@activeiq.co.uk)**

**Active iQ**

[www.activeiq.co.uk](http://www.activeiq.co.uk)  
01480 467950

### A ONE-STOP RICH RESOURCE

"Skills Hub is a one-stop rich resource of vital importance for professional development," says James Luscombe, managing director of Study Active, an Active IQ approved centre which offers Gym Instructor and Personal Trainer qualifications. "It brings definite added value to our centres and graduates and is one of the key reasons we partner with Active IQ.

"Skills Hub sets Active IQ apart as an unmatched resource that keeps us up to speed on new qualifications and standards, industry knowledge and essential updates. It's an excellent start point for our centres and graduates to take on board industry information and a lean, efficient way for us to cascade knowledge and information updates.

"Our tutors like to access the more technical sections to help them teach their sessions: they often highlight the value of the medical knowledge from Dr Dane Vishnubala, Active IQ's medical advisor. Meanwhile, our new graduates head straight to the CPD section to choose their next piece of training!

"Professional development and first-rate support materials are important to us and Skills Hub is an essential part of the Active IQ package."

## A unified system

**Y**ou may already have heard about our agreement with UK Coaching to combine the Register of Exercise Professionals (REPs) with the CIMSPA Exercise and Fitness Directory, which was announced on 27 February. This is a genuinely game-changing initiative for our sector, which will create – for the first time – a single recognition system for all exercise and fitness professionals, hosted and managed by CIMSPA.

UK Coaching will in turn provide all CIMSPA members with access to its comprehensive learning and development platform, including access to CPD, recognised training and resources. In the past this has sometimes been quite complicated, with members unsure where to go for their CPD and to understand which CPD counts. This agreement enables members to access this system as a one stop shop for CIMSPA-endorsed CPD, together with a whole host of career development learning.

This is all about CIMSPA and UK Coaching working together to create a unified recognition system for professionals working in the sector, together with a single endorsement mechanism for training providers.

### Joining forces

Over the next few months, we will start to unify the two membership bodies, transferring REPs members into CIMSPA, eventually creating the single directory that will make life easier for exercise and fitness professionals, employers, training providers and, ultimately, the members of the public who use our services.

If you are currently a REPs member, nothing will immediately change and the message is to renew as

normal to maintain your professional status and insurance, and to stay engaged with communications from UK Coaching and CIMSPA.

The teams at CIMSPA and UK Coaching will be working closely with all members and partners over the coming months to explain these changes and to answer any questions, and you can also find more details on the CIMSPA website. This is an important development for our sector, and we are here to help fitness professionals every step of the way.

### Shared vision

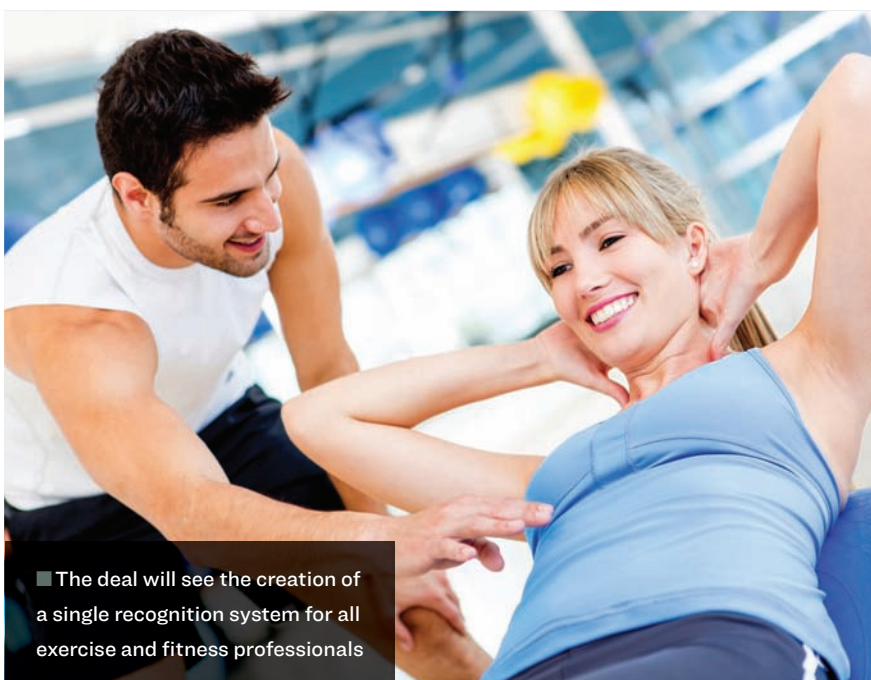
The big picture here is ultimately about elevating the status of the profession: giving employers and the public the confidence that anyone who is a CIMSPA member is a trained professional. It really goes to the heart of our vision to shape a recognised and respected sector that everyone wants to be part of. ●



■ Tara Dillon, chief executive of CIMSPA



The big picture here is, ultimately, about elevating the status of the profession



■ The deal will see the creation of a single recognition system for all exercise and fitness professionals



# 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.***



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## TRENDS

# Regulation looming for CBD at spas

Spa businesses offering CBD services may be affected by proposed legislation from the Food Standards Agency (FSA), with other food agencies worldwide thought to be considering regulating CBD-related products.

CBD is now regularly found in spa and cosmetic products, oils and food, and has rapidly grown in popularity in the industry, with CBD products and treatments gaining popularity in spas globally.

Nearly half (43 per cent) of the respondents to ISPA's 2019 US Spa Industry Study forecast that CBD products will be the industry's next big thing. The report also found that 75 per cent of spas are retailing CBD, while 18 per

cent are already using CBD products in facials, body treatments or massages.

The FSA has issued a warning about CBD, urging those who're pregnant, breastfeeding or taking medication to completely avoid consumption. Human trials also show that CBD can potentially inhibit medication.

Liz Terry, editorial director of *Leisure Opportunities*, says increased regulation of CBD products will have implications for the industry.

"The industry has worked hard to build a reputation for efficacy and scientifically proven outcomes and to lose its reputation for fluff," said Terry.

[READ MORE ONLINE](#)



■ The FSA has issued a warning about CBD-based products



**Operators need to tread carefully when offering CBD treatments**

Liz Terry

## PARTNERSHIPS

# Comfort Zone creates menu for InterContinental London



**This allows us to continue to provide tailored treatments**

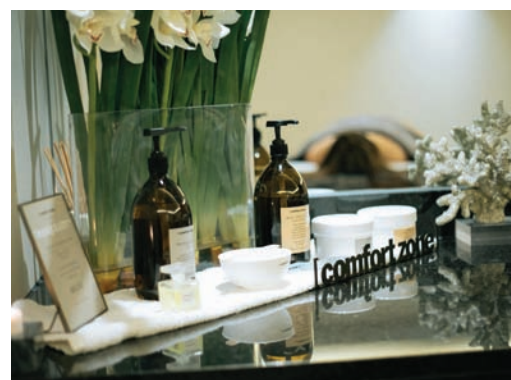
Gintare Ciraite

The Spa at The InterContinental London – The O2 has launched a new spa treatment menu in partnership with Italian skincare brand Comfort Zone.

In addition to massages, facials and sensory treatments, the menu includes an exclusive treatment, designed in partnership with The Spa.

Called The Meridian Time Ritual, the treatment incorporates ancient traditions from Oriental, Mediterranean, Indian and Arabian cultures.

"Partnering with Comfort Zone allows us to continue to provide tailored, luxury treatments for our guests, while reducing



■ The new menu includes massages and facials

our environmental impact, in alignment with our ecological objectives," said Gintare Ciraite, spa manager at the hotel.

The treatments will use Comfort Zone products derived from natural ingredients which are free from parabens, silicones and animal derivatives.

[READ MORE ONLINE](#)



## MAJOR PLANS

# Plans turned down for UK Great Wolf site

Oxfordshire County Council has objected to plans for a multi-million-pound waterpark resort in Chesterton, following concerns from local residents.

Plans for the attraction, which would be the first in Europe to be operated by Great Wolf Resorts, include an indoor waterpark, a 498-bedroom hotel, adventure park, conference centre, restaurants and a public nature trail.

Cherwell District Council (CDC) – the local authority responsible for the area – received hundreds of letters from local residents opposing the project due to fears that visitors to

the park will likely drive through Chesterton, causing congestion on the surrounding country roads. The council agreed with the residents' concerns, citing transportation issues as grounds for objection.

"The proposed development is not in a sustainable location in transportation terms," it said in its consultation response. Other concerns raised in the response included the lack of public transport to the site.

The application will now go to a planning committee, held by CDC, where a decision will be made regarding the project's future.

[READ MORE ONLINE](#)



■ An artist's impression of the proposed Great Wolf Lodge



**Concerns raised in the response included increased traffic congestion and the lack of public transport to the site, which is not easily accessible via walking or cycling**

## NEW ATTRACTION

# Thorpe Park to debut Black Mirror walk-through



**Black Mirror Labyrinth is described as a hypnotic maze using cutting-edge visual technology and sensory-defying environments**

UK theme park Thorpe Park is to unveil what it says is the world's first Black Mirror live experience this spring, drawing on the science fiction TV anthology series of the same name.

Black Mirror Labyrinth is described as "a hypnotic maze using cutting-edge visual technology and sensory-defying environments", with Thorpe Park throwing down the challenge: "Will you keep your grip on reality or will you lose yourself in the mainframe as this unpredictable digitised dimension reveals an uneasy truth that manipulates and displaces your very existence?"



■ The experience is due to open in March 2020

No further information about the experience has been issued as yet.

Black Mirror, the TV programme, is a dark, satirical examination of modern society and the sometimes unanticipated consequences of new technology.

[READ MORE ONLINE](#)

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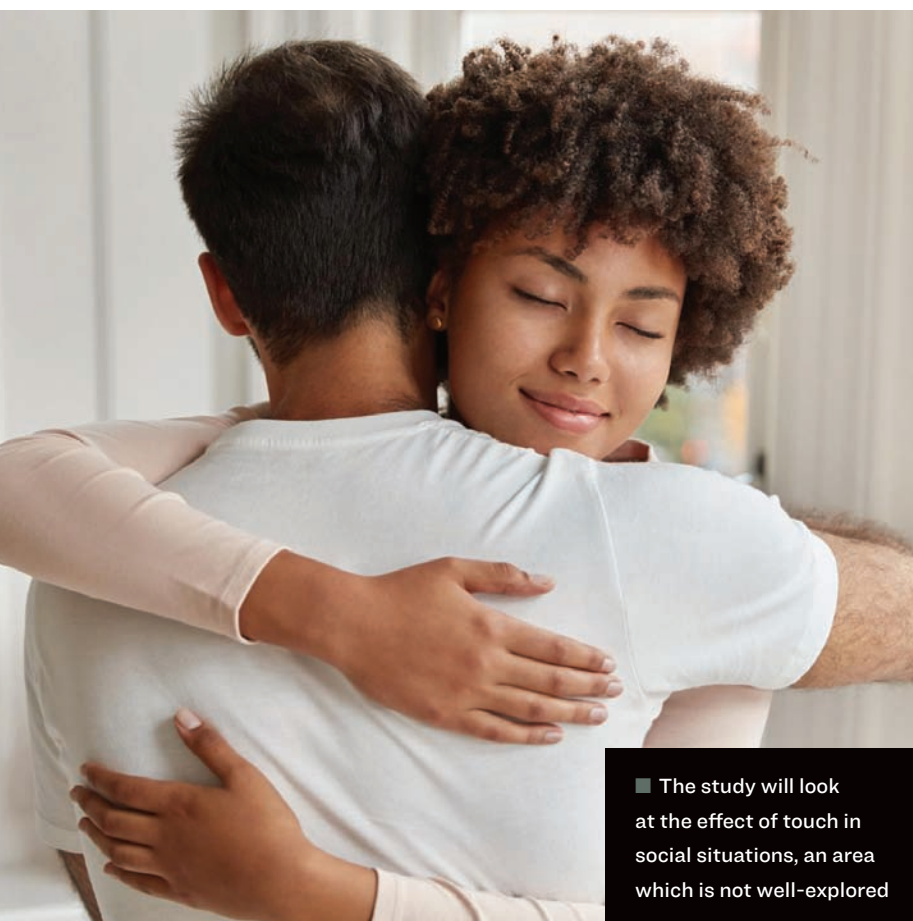
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# Are we touch hungry?

A new global study has explored the "power of touch" and its relevance to wellness



■ The study will look at the effect of touch in social situations, an area which is not well-explored



We know a lot about how we process touch, but less about the use of touch socially and how we use it in a communicative way



A global touch study has been launched to "explore our attitudes towards the physical experience of touch" and investigate whether contemporary society experiences 'touch hunger'.

The Touch Test is an online questionnaire developed by researchers at Goldsmiths University of London and launched by the BBC and Wellcome Collection. It seeks answers about the similarities and differences in our experiences of touch, with the aim of increasing our understanding of its role in health and wellbeing. The questionnaire will explore issues such as how our attitudes towards touch vary by age, nationality and gender and whether contemporary society allows us to get enough touch or leaves us wanting more.

The power of touch is a pillar of the wellness industry, that's been proven to provide numerous benefits for health and wellbeing such as lowering stress levels and boosting the immune system, according to studies by The Touch Research Institute in Miami.

The Wellcome Collection has commissioned Michael Banissy Professor of Psychology at Goldsmiths University of London to conduct The Touch Test.

"Touch is an incredibly powerful force in our daily lives, it's not often until we stop



■ The study will help shed more light on the unknown subject of how touch affects our minds and bodies



## Like rest and loneliness, touch is something that affects us all – and is more complex than you might think

to think about it that we realise how much of a role it actually plays," said Banissy.

"It plays a role in so many human behaviours ranging from the aggressive to the most intimate and it can play a huge role in our development, our social interactions, perceptions of ourselves and our health and wellbeing."

According to researchers, the study will help shed more light on the unknown subject of how touch affects our minds and bodies in social situations, an area which is not well-explored.

"We know a lot about how we process touch but we tend to know a lot less about the use of touch socially and how we use it in a communicative way," said Banissy.

The study was launched on BBC Radio 4's All In The Mind programme – which explores the limits and potential of the human mind. Presenter Claudia Hammond previously worked on BBC studies into rest and loneliness.

Hammond said: "Over 70,000 people contributed to our previous studies into rest and loneliness, and I'm hoping for a similarly positive response to this unique exploration of attitudes towards touch.

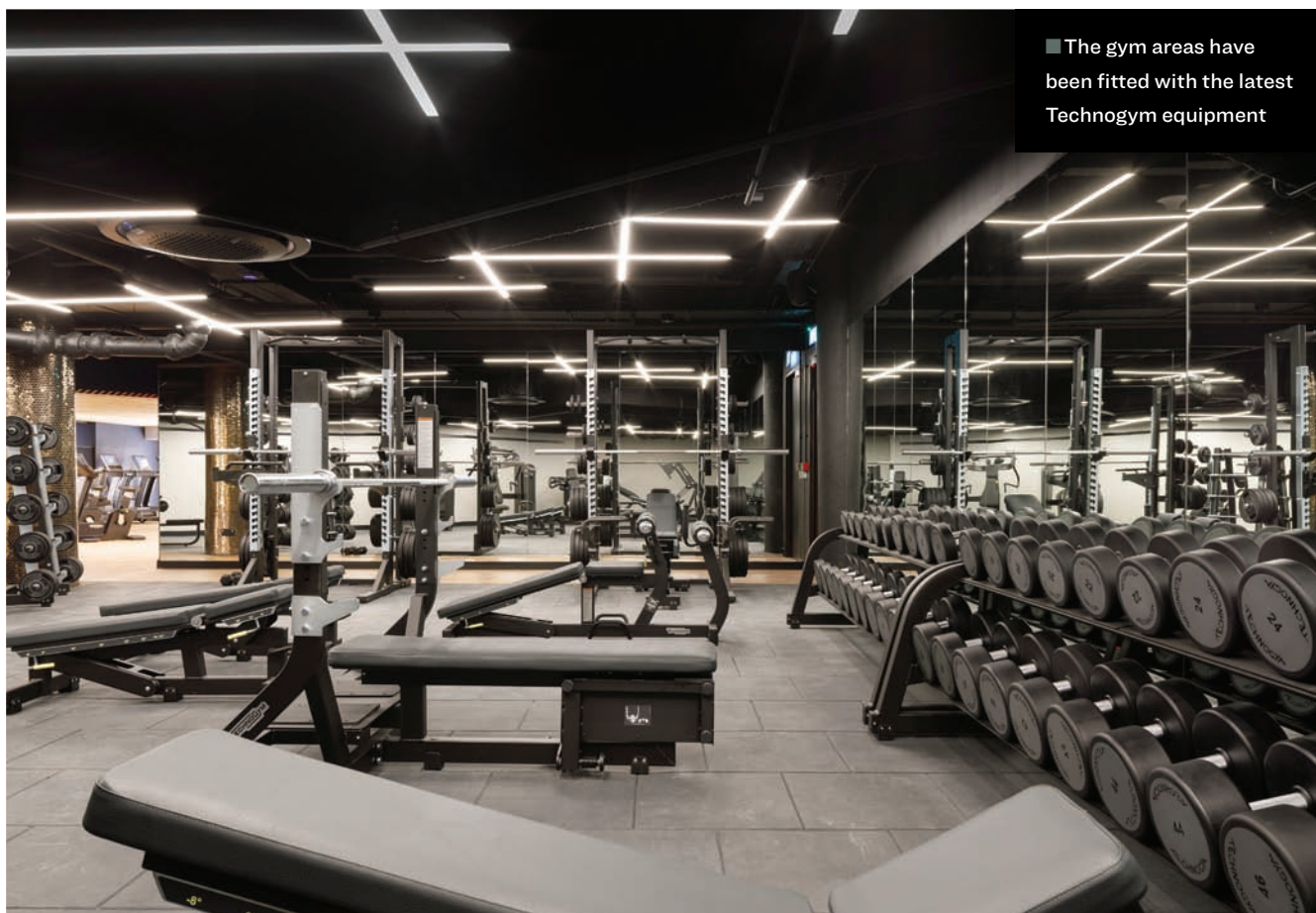
"Like rest and loneliness, touch is something that affects us all – and is more complex than you might think. The Touch Test gives people the opportunity to contribute to large-scale, pioneering research into the topic. I'm really looking forward to analysing the results of the study in a series of programmes on Radio 4 later this year."

With the rise of the #MeToo movement, touch has become a hot topic in the media and a sensitive concept in society more widely, as expectations and standards have changed around physical contact and consent.

The results from the study will be announced at a live event at Wellcome Collection in London in the autumn. ●



■ Michael Banissy



■ The gym areas have been fitted with the latest Technogym equipment

## The road to Eden

We go behind the scenes at Eden One, Dublin's most exclusive destination gym



■ Charlie Bourne

**A**lready dubbed "Ireland's priciest gym", Dublin's Eden One is attracting attention from an international audience. Charlie Bourne, MD of Eden day spa, gym, and members' club, explains the vision behind the exclusive facility.

"At the tail end of 2018, I was standing outside Number One Ballsbridge," he says. "The venue was already home to high-end apartments and businesses. It took me less than 30 seconds to agree to

developing a gym here. But I wanted to do something which would be a first, not just in Ireland, but anywhere in the world."

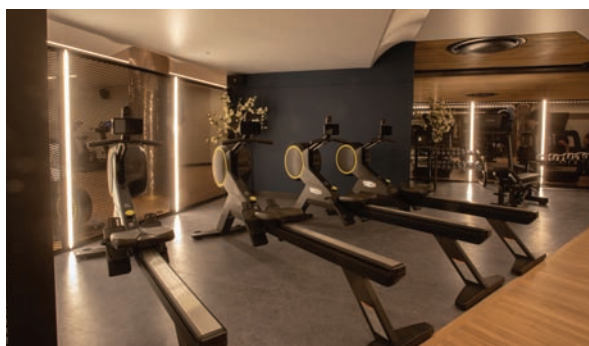
Bourne and his team took a shell of a venue and quickly got it up to 24,000sq ft.

"The initial aim was the provide the best gym in Dublin," he says, "then we thought about having the best spa in Dublin.

"We looked at the best examples of compact spas, boutique gyms, and member experiences."

Taking inspiration from best-in-class examples around the world,





■ The 24,000sq ft premium facility in Dublin combines a luxury health club with an upscale day spa and a members' club for dining and networking

Charlie developed a completely new combination of models in Eden One.

"We have built a phenomenal gym, a luxury spa of a size typically associated with a hotel and a members' club for dining and networking," Bourne says.

Despite its large footprint, membership is capped at 1,000.

"We want the club to retain the benefits of this space," Bourne adds.

Eden One offers 7,500 sq. ft of gym space, with 60 pieces of Technogym cardio and resistance kit, including

“

I wanted to do something which would be a first, not just in Ireland, but anywhere in the world

the premium Artis range and Skill Line offering. This is because Eden One attracts a well-travelled clientele, familiar with Technogym from the high-level hotels and resorts they stay at.

Just one week after opening, Eden One already had a packed timetable of 100+ studio classes.

"We have gathered inspiration from the most dedicated boutique studios around the world to create three distinct studios here, all kitted out with kit from our partner Technogym," Bourne says. ●





The travel sector is becoming increasingly aware of changing consumer attitudes and its own environmental obligations

Ian Bell, head of travel and tourism, RSM



## No-fly zone

Flight shaming expected to have significant impact on UK travel over next two years



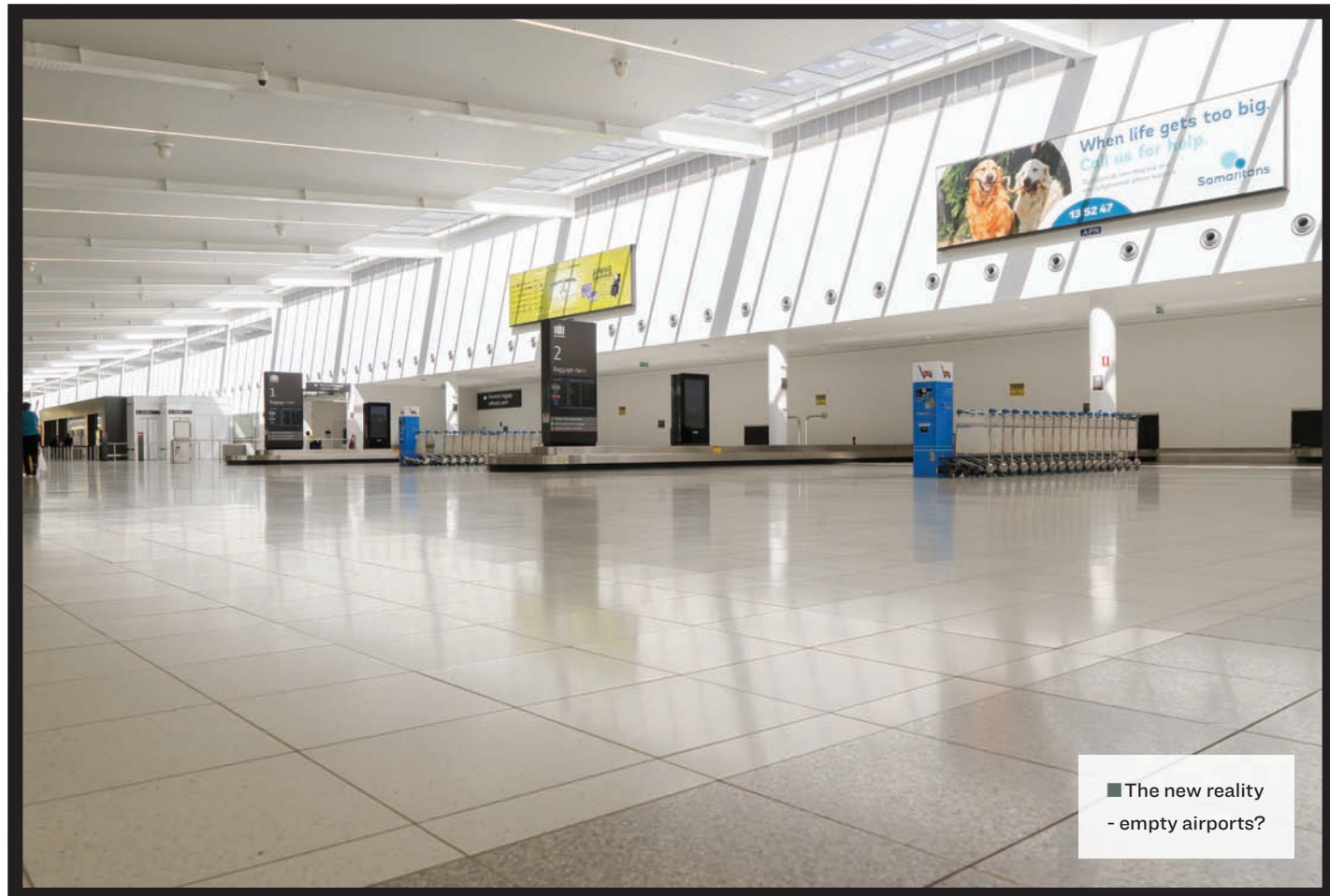
■ 37 per cent of those surveyed flagged sustainability and carbon footprint shaming as the consumer trends that will impact their businesses

**F**light shaming, an emerging consumer trend, is expected to have a major impact on the UK's tourism and travel industries over the next two years, new research has found.

The research, carried out by tax, audit and consultancy firm RSM, was based on a participant pool of 326 industry professionals, including senior decision-makers from tour operators, travel agents and booking platforms.

37 per cent of those surveyed flagged sustainability and carbon footprint shaming as the consumer trends that will impact their businesses the most over the next two years, while 30 per cent highlighted digital lifestyles and other environmental worries as a cause for concern.

The survey also found that operators are looking to address these concerns



■ The new reality  
- empty airports?

Given the current headwinds, many operators may need to stay nimble to respond quickly to changing demand

with the development of new products aimed at eco-conscious travellers, while a growing number of operators are looking to offset carbon emissions on behalf of their customers. There is also an increase in operators actively promoting eco-tourism and city breaks that can be accessed by rail.

Flight shaming, or 'flygskam', originated in Scandinavia, partly as a result of the school climate strikes led by teen activist Greta Thunberg. An 11 per cent boost in train travel in Sweden has been attributed to the phenomenon.

The trend is expected to become increasingly more common as consumers become more environmentally aware.

"The travel sector is becoming increasingly aware of changing consumer attitudes and its own



■ "Flight-shaming" is partly a result of the environmental movement launched by Greta Thunberg

environmental and sustainability obligations and our survey shows that the industry is starting to respond positively," said Ian Bell, head of travel and tourism at RSM.

"Historically the travel industry has proved to be hugely resilient despite their exposure to global events.

"Given the current headwinds, many operators may need to stay nimble to respond quickly to changing consumer demand," Bell added.

According to a report by The LA Times, Flight Shaming has yet to foster quite the same attitude shift among US consumers. However, airline industry experts have reported that carriers are increasing efforts to cut emissions to "ease concerns of fliers, especially young travellers who are more likely to change their travel plans based on environmental issues." ●

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### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is Leisure Opps special?

Leisure Opps is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

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

### I hear you're part of Leisure Media

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

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Leisure Opps recruitment team



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)



## CHIEF EXECUTIVE

Location: London, UK - but flexible. Requires UK wide travel.

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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.

**Closing Date: 22nd March 2020**

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If you would like to apply or have a friend or relative who is interested, please send your CV and cover letter to

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find your fit

# Careers with Coach Gym



## ○ Personal Trainers

**COACH**

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

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

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

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

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

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

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truGym

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

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

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### 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.



## Swimming Tales

You'll have a whale of a time!

We are a small family company with one teaching pool and really do love our work. We run swimming lessons for all ages as well as specialised activities such as Scuba diving sessions, Synchro sessions, coaching sessions, parent and baby aquafit, Aquaerobics, Birthday parties, lane swimming, fun swims, inflatable fun days, pirate fun days etc. and even have our own shop for all your swimming needs!

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.

Fed up of just turning up and teaching, feel your not fully part of the team? Just ticking boxes? Not appreciated?

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

Ideal Candidate would be required to have either:

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- Lifesaving Qualification
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- SE Level 2 Swimming Teacher
- NPLQ LifeGuard,
- Fitness Instructor

The ideal candidate would have a love of water, want to work with children, enjoy welcoming and helping the general public, be confident, enthusiastic, willing to work as part of a small friendly team and have a keen interest in learning new skills.

Every day would be different and you would gain a wide range of experience from assisting swimming teaching developing to having your own pupils, life guarding, reception duties, serving in our swim shop, cleaning duties, pool maintenance checks, helping at the local gym.

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## NATIONWIDE **APPRENTICESHIPS** NOW AVAILABLE!

### **Do you want a career in the Leisure, Sport and Fitness industry?**

Everyone Active offer 12-month apprenticeship contracts and are looking for candidates who are keen to work in the sports and leisure industry.

Our apprenticeships are available in a wide range of leisure roles which include lifeguarding, gym instructing, multi-skilled activity leading, reception and swim instructing apprenticeships.

No qualifications or previous experience are required to apply.

### **Why Everyone Active?**

Become part of our family and you will receive a free membership to over 180 leisure facilities nationwide, plus great development and career opportunities and a host of other great benefits!

Find out more and register your interest today at

[www.everyoneactive.com/about-us/careers/apprenticeships](http://www.everyoneactive.com/about-us/careers/apprenticeships)

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# 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
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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



## Visitor Operations Manager

Peterborough, Cambridgeshire

**£29,500 - £32,275 per annum, dependent upon experience**

This is an exciting opportunity to oversee the management of the visitor centres and visitor experience in Nene Park, creating engaging and welcoming hubs for visitors to the Park and improving our opportunities to deliver high-quality events and visitor services.

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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# ARE YOU READY TO INSPIRE A HEALTHIER NATION?

In 2009 PureGym set about changing the gym industry and opened our very first club, focusing on what most people want from gyms - a great place to workout. We now have over 260 gyms and rising and over 1 million members.

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.

# COME WORK WITH US

## 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.