

## Green light for £187m Wigan Life Centre proposals

By **Pete Hayman**

Plans for a £187m leisure and public services complex in Wigan, Greater Manchester, have been given the green light following an agreement between the local authority and its private sector partner, the Access consortium.

Construction work on the new Wigan Life Centre, which will be located on the site of the former Wigan International Pool, is now expected to get underway in early July.

The Access consortium is a joint venture between Hochtief PP Solutions and Morgan Sindall Investments, which will be responsible for the construc-



**The complex will incorporate leisure facilities and public services**

tion and operation of Wigan Life Centre for a 28-year period.

Facilities at the new complex, which will be funded using £77m of Private Finance Initiative (PFI) credits, will

include a new 25m swimming pool and a central library incorporating separate children's and teenage areas.

Three zones – Healthy Living, Information and Learning and

Neighbourhoods – will also be established as part of the new venue to incorporate public services including Wigan Council, NHS Ashton, the local police force and Wigan Leisure and Culture Trust.

Morgan Ashurst will design and build the new facility while Morgan Professional Services, Astudio and LCE Architects are also involved in the design process for the complex.

Wigan Council leader, Lord Peter Smith, said: "The Wigan Life Centre is one of the most ambitious council projects ever undertaken in the UK and we have been able to prove beyond doubt we are capable of delivering it successfully."

## Rushmoor set for £6.1m children's activity centre

DCSF to help fund the creation of new outdoor adventure centre in Hampshire

By **Pete Hayman**

A new outdoor activity and adventure centre is to be built at Runways End in Rushmoor, Hampshire, after the scheme received government funding.

Hampshire County Council, Rushmoor Borough Council (RBC) and the Blackwater Valley Scout Association have received £6.1m from the Department of Children, Schools and Families' (DCSF) Co-location fund.

The new centre, which is expected to open in summer 2011, will include an 8-acre



**The centre will offer a range of activities for young people**

(3.2-hectare) woodland and space adjacent to the Basingstoke Canal, a climbing and abseiling tower, high and low

rope courses, a caving system and an multi-activity hall.

Plans also include an indoor facility for climbing, a canoe store, a BMX track, accommodation for up to 50 people and an amenities block for a large camping zone.

Diane Bedford, RBC cabinet member for leisure and youth, said: "The centre will provide a wide range of challenging outdoor activities, exciting indoor adventure sports and a joined-up approach to help tackle the wide range of social issues affecting young people."

## £9m revamp for Waverley sites

Waverley Borough Council is to invest £9.1m towards the refurbishment of two of its leisure centres.

The council, in conjunction with operator DC Leisure, has appointed design firm ISG to carry out the work at Farnham Sports Centre and Cranleigh Leisure Centre.

Work at the Cranleigh property is due to begin on 6 July and will include a larger gym, enhanced changing facilities and an improved reception area.

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## NEWS FEATURE

## MoreActive4Life kicks off

The MoreActive4Life initiative has been heralded as the first of its kind in the UK. Bringing together fitness providers and major retailers such as Tesco and Asda, the high-profile campaign aims to reach the 80 per cent of the population that is currently physically inactive. *Leisure Opportunities* talks to the people making the campaign happen.

More than 1,200 health clubs and leisure centres are currently taking part in the MoreActive4Life campaign, a sub-brand of the government's Change4Life initiative, which aims to get one million people more active.

Launched last week, the summer consumer campaign has been developed by the Fitness Industry Association (FIA) for members of UK health clubs and leisure centres. The campaign will involve FIA members working with the government, as well as national commercial and media partners, to provide consumers with access to a wide range of activities.

The government has provided funds to kickstart the campaign, which is being promoted by specialists KTB. The FIA estimates that fitness operators are making the equivalent of around £3m worth of fitness opportunities available free for consumers.

Andrée Deane, FIA chief executive, says the campaign's main aim is to involve the 80 per cent of the population that are physically inactive. "Given the fact that almost 90 per cent of the nation live within two miles of a gym, while 80 per cent of adults aren't regularly active, we realise that we have a serious role to play in helping the government tackle the nation's health issues," she said.

Clubs across the country are getting involved by putting on free family weekends, in-gym classes, picnics and walking groups, while gym managers will be visiting GP surgeries, bus depots, local high streets and other busy community hubs to give people the encouragement they need to get more active. One operator, DC Leisure, is even bringing farm animals into clubs to keep kids entertained while their parents can try out activities such as badminton and fencing.

Clubs taking part will also offer six-week memberships, as part of a strategy to make people more comfortable with the idea of working out in a gym. One of the operators taking part is Spirit Health Clubs. According to Spirit's health and fitness operations manager, Mark Mantell, the success of the scheme depends largely on how well the clubs will be able to cater for people unaccustomed to regular exercise.



The campaign aims to encourage people to take part in all forms of physical activity

"It is crucial that the people who take part in the six-week membership scheme are given behavioural goals, rather than outcome goals," Mantell said. "At Spirit, we will be providing the 'six-week members' with weekly programmes and schedules that will keep them updated on their progress. We will look to hold their hands throughout the six weeks. If we can convince them to get in the habit of physical exercise, then they will not only benefit personally but are, of course, more likely to join as full members at the end of the six week period."

Although Mantell says that clubs taking part in MoreActive4Life might benefit from gaining new members, he says the most important result lies in the long-term. "Hopefully this campaign will reassure the government that it is worth its while to use FIA and the industry as a vehicle to deliver its physical exercise message. This in mind, operators need to realise that this campaign isn't just about gaining short-term commercial benefits, but one that has larger and more far-reaching implications."

Rosie Prescott, CEO of Central YMCA, agrees: "Our goal is to make everyone who responded to the MoreActive4Life challenge and walked through our doors feel so motivated and supported by their local gyms, that they will want to keep being active and make it part of their life."

# Dance tops popular exercise survey

Up to 89 per cent taking part in exercise movement satisfied with experience

By **Tom Walker**

A survey conducted by Sport England shows that people taking part in dance and exercise movement are more satisfied with their experience than those practising in any other form of physical activity.

According to the Sporting Satisfaction Survey, which measured the quality of experience for regular participants in more than 40 activities, 89 per cent of those taking part in dance were satisfied with the organised activities.

The survey measured satisfaction with the quality of the sporting experience and focused on the overall service that participants received from their national governing body - which includes everything from staff to value for money and



The survey measured overall satisfaction with exercise experiences

from fitness benefit to performance development.

Daran Bennett, chief executive of Exercise Movement and Dance Partnership welcomed the news, saying that the results prove that teachers are able to offer an "all round exercise experience".

"We have always believed the level of service our teachers provide is second to none – and now we have the results to support our theory," he said.

"The quality of our teachers is testament to the comprehensive training programme they are given by the partnership."

## Sport England to investigate "missing £20m"

By **Pete Hayman**

Sport England, the government agency responsible for developing grassroots sports, has ordered an independent investigation into the distribution of £20m over a period of eight years.

Chair Richard Lewis has commissioned Tim Dutton QC to lead the probe into the 'World Class Payments Bureau' (WCPB), which made payments totalling £19.7m on behalf of sports' governing bodies with limited or no financial capabilities between 1999 and 2007.



Richard Lewis has commissioned an investigation into the WCPB

According to Sport England, the payments were made outside of its normal financial controls and had not been incorporated into the organisation's audited accounts during the period in question.

The investigation was ordered after Sport England CEO Jennie Price first became aware of the WCPB bank account in late December 2008, which has remained unused since 2007.

Lewis said: "It is concerning that a bank account operated outside the usual financial controls of Sport England. This fell short of the procedures and safeguards now in place."

Dutton is expected to report back with the findings of the investigation in the autumn.

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## IN BRIEF

### Cheam Leisure Centre to stay open until 2015

► The future of Cheam Leisure Centre in Surrey has been secured until 2015 but is still likely to close. Graham Tope of the London Borough of Sutton council told the *Surrey Comet*: "The building is already 70 years old and no longer meets the standards of modern leisure centres. In addition, the cost of maintaining it is increasing and it is losing customers. One day the baths will have to be replaced and this administration has given a firm commitment to building a modern centre."

### Sheffield gets active

► Sheffield City Council has developed a strategy to encourage local people to be more physically active in the run up to the 2012 Olympic Games. The cabinet has been presented with a six-point plan focusing on participation, the Cultural Olympiad, top level sport, major events and training camps, business development, and coaches and volunteers. Initiatives include expanding upon the success of the Great Yorkshire Run event and the Care Home Olympics scheme, as well as introducing free swimming lessons to the city's residents and introducing a range of sports activities at schools.

### Bournemouth's ROKO changes hands

► Bournemouth Borough Council has approved plans for the acquisition of the town's ROKO Health Club in order to provide more public leisure facilities for the local community. The centre, which is to be rebranded as Pelhams Park Leisure Centre, was transferred into the council's ownership from the Sport and Leisure Group on 1 July, along with the adjacent PlayFootball five-a-side football centre.

## Fit4less concept launches in Swindon

énergie Group unveils first of 10 new 'no-frills' health club by the end of the year

By **Caroline Wilkinson**

Fit4less, a new budget club chain, created by the énergie Group, launched on 4 July with the opening of the first club in Swindon, Wiltshire.

The 'no frills' club – the first of 10 to open by the end of 2009 – does not offer contracts to members, has no joining fee and will cost £16.99 a month.

The club offers a 50-station gym with free weights and 30 pieces of resistance kit, sunbeds, a studio area, changing facilities and a members lounge.

Although facilities such as a sauna, swimming pool and spa have been stripped away to cut costs, the gym does offer sports massage and a hair salon. Fitness classes and personal training will be offered at an extra cost.

General manager Ben Palmer said: "This is the ideal concept



The new Fit4Less club will offer a 50-station gym and a solarium

for anyone who likes to work out, shower and leave. The majority of people who are members of a health club never use the pool or spa but continue to pay high prices. Fit4less can save people hundreds of pounds a year.

"It is still a professional gym and we demand high quality and high standards throughout but all the frills and 'extras' have been removed to keep our

own costs to a minimum, which will allow us to pass this on to the customer."

Chief executive at the énergie Group, Jan Spaticchia, said: "We are looking to introduce Fit4less in multiple towns and cities in Britain through our successful franchise support scheme, which empowers people to own their own business and be their own boss."

### Leisure centre for Croydon

Construction work on a new leisure centre for Waddon near Croydon is to begin next spring.

According to the *Croydon Guardian*, the centre will feature a six-lane swimming pool, a sports hall and a gym.

The plans were first mooted four years ago, and the project was to be integrated into two new blocks of flats, but stalled when Croydon Council's housing partner withdrew.

The council will now build the centre as part of its wider regeneration scheme named the Urban Regeneration Vehicle.

## Club Company to revamp Nizels

By **Tom Walker**

Fitness operator Club Company is investing £750,000 in the upgrading of its Nizels club in Hildenborough, Kent.

The revamp, which is designed to make the club more family friendly, will include a refurbishment of the Pulse Bar. A new 240sq m (2,583sq ft) children's area will be added to the bar, while the club's crèche will also be enlarged and refurbished to double its current capacity.

Club Company's chief executive, Thierry Delsol, said the work is part of the company's strategy to invest in its clubs despite the challenging economic environment.



A 20m indoor pool is among the club's existing facilities

"Improving our facilities and providing a welcoming and professional service are important components of our member retention programme and we will continue to invest in these areas to enhance the members' experience," he said.

## FLAME 2009 award winners revealed

Leisure Connection's Kevin Yates picks up the FIA's inaugural peoples' choice prize

By **Caroline Wilkinson**

Winners of the 2009 FLAME Awards have been announced at the Fitness Industry Association's (FIA) annual summit and conference in Bolton.

The Club of the Year Award was broken down into three categories: those with less than 1,000 members, 1,000-4,000 members and those with more than 4,000 members. Spirit Health Club in Taunton, Somerset; Bristol Nuffield Health Fitness & Wellbeing; and Benton Hall Golf & Country Club in Essex won the categories respectively.

Kevin Yates, national health and fitness manager for operator Leisure Connection, scooped the FIA's new peoples'



**Kevin Yates (middle), winner of this year's Future of FLAME**

choice award, called the Future of Flame, which recognises an individual who has been nominated by peers for showing remarkable dedication to the fitness industry.

Other categories include the Centre of the Year Award, won

by Fareham Leisure Centre in Hampshire; Corporate Club of the Year, awarded to RBS Health & Leisure Centre, Gogarburn, Edinburgh; and Educational Club of the Year given to Pent Valley Leisure Centre in Folkestone, Kent.



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## New flagship FX Leisure club opens in Lancashire

By **Caroline Wilkinson**

Warrington-based health club operator, FX Leisure has opened its new flagship health club in Leyland, Lancashire.

FX Leisure Leyland features a gym equipped by Life Fitness and Precor, three exercise studios, two vibrogyms and a free weights area.

Other facilities at the venue include two steamrooms, a Swedish sauna and a 20m indoor and outdoor swimming



**The new club features a gym**

pools, as well as less conventional offerings such as a movie room where exercisers can train

while watching blockbusters, free DVD rental service, a café and a hair salon.

The centre will also offer children's classes, such as FX Dance and swimming lessons.

FX Leisure operates clubs across Lancashire and Greater Manchester, including Wigan, Warrington, Blackpool, East Manchester, Congleton, as well as Gateshead, Tyne and Wear.

The company is planning to launch a further two health clubs in 2010.

## Hinckley Leisure Centre to undergo refurbishment

Hinckley Leisure Centre is set to undergo a £500,000 revamp this autumn after Hinckley and Bosworth Borough Council shelved plans to build a new facility due to the recession.

Working in partnership with SLM, the company which operates the centre on behalf of the council, the project will include refurb-

ished changing rooms and toilets, improvements to the reception area, and the creation of a new café and a multi-function room.

The revamp, which also includes improvements to the building's exterior, is expected to get underway by October and is scheduled for completion by the end of the year.

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## IN BRIEF

### Mary Rose scheme secures funding

► Work on a new £35m museum at the site of the Mary Rose warship in Portsmouth Historic Dockyard is to get underway this autumn after the Heritage Lottery Fund approved funding for the scheme. The £21m grant has been awarded to the Mary Rose Trust to help fund the construction of the permanent museum housing artefacts from the 16th century vessel, which will also undergo final conservation work as part of the project. Designed by a team including Wilkinson Eyre Architects, interior designers Pringle Brandon and Land Design Studio, along with Gifford structural engineers, the new facility will house the Mary Rose within a structure resembling a black, wooden jewellery box. It is expected that the attraction, which is being built around the hull of the historic ship, will be completed in time for the London 2012 Olympics.

### Llanelly House nets £3.4m HLF grant

► The trust planning to transform Llanelly House in Llanelli, South Wales, into a new community heritage centre has been handed a £3.4m funding boost by the Heritage Lottery Fund (HLF). Carmarthenshire Heritage Regeneration Trust is behind the £4.9m restoration of the Grade I-listed building, which has been planned for 10 years and will form part of the wider regeneration of Llanelli town centre. Despite the scheme being an unsuccessful finalist on the BBC's *Restoration* programme in 2006, the HLF funding will now enable extensive external and internal restoration work to get underway on the 18th century house.

## Merlin plans new Legoland attraction

Manchester development to be company's first UK new-build in nearly 10 years

By **Pete Hayman**

Merlin Entertainments, one of the world's largest visitor attraction operators, has announced plans to open a new £7.5m Legoland Discovery Centre (LDC) at the Trafford Centre in Manchester.

The LDC, which is the company's most recent attraction concept, is scheduled to open in time for Easter 2010 and will be Merlin's first new-build UK visitor attraction since the Edinburgh Dungeon opened in Scotland in 2001.

Designed for children aged between three and 12-years-old, the attraction is set to include a 4D cinema, master-classes from the Lego Master Model Builder, a Lego-based ride and global landmarks replicated in the MINILAND exhibit to offer an interactive and educational experience.



Glenn Earlam (left) with Trafford Centre's Gordon McKinnon and Andrew Stokes, CEO of Marketing Manchester (right) at the launch

The Manchester LDC is one of two set to open in 2010 as part of Merlin's plans to strengthen its position as one of the world's leading visitor attraction operators by rolling out up to four new sites across all of its brands each year.

It will also be the first attraction of its kind to be developed in the UK and the fourth worldwide since the

concept was launched in Berlin, Germany, in 2007.

Glenn Earlam, managing director of Merlin's Midway Attractions Operating Group, said: "The concept is already successful in Germany and the USA, and it is especially good to be opening one in our home market – the first completely new site we have opened here in the UK for almost 10 years."

## Chester Zoo plans put on show

By **Pete Hayman**

Four public forums are to be held during July to allow local residents to comment on proposals for the £225m transformation of Chester Zoo into one of the largest conservation, animal and leisure attractions in Europe.

The multi-phase Natural Vision project outlines proposals for the long-term development of the Cheshire attraction, including the £90m Heart of Africa bio-dome to provide the first domed ecosystems of its kind in the UK.

Plans for the Heart of Africa dome, which will comprise the first stage of development at Chester Zoo, will provide an African rainforest-themed



Plans include the first domed ecosystem of its kind in the UK

environment for a range of species, including gorillas, chimpanzees, Okapi and tropical birds.

The forums are to be held in order to enable zoo officials to explain the project in more detail, as well as also inviting members of the local community to contribute their views on the scheme.

## Barratt named BALPPA CEO

The British Association of Leisure Parks, Piers and Attractions (BALPPA) has appointed Martin Barratt as its new chief executive.

Barratt will join BALPPA on 1 May 2010 to allow a three month handover before current CEO Colin Dawson retires on 31 July. Barratt is an industry veteran and became an independent consultant in 2004 after more than 20 years of operations and development experience in the European attractions industry.

BALPPA chair John Bollom said: "Martin has a wealth of experience in our industry and will carry the mantle of chief executive with great authority and skill."





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## IN BRIEF

### Investment for Welsh grassroots cricket

► The Sports Council for Wales (SCW) has announced that three cricket clubs in Cardiff are to receive funding in a bid to develop grassroots cricket. Cardiff Cricket Club, which has previously shared training facilities with Glamorgan County Cricket Club, has been awarded £43,000 to provide new four-bay practice nets. Two other clubs – Lisvane Cricket Club and Creigiau Cricket Club – have also received grants.

### Study to consider York stadium options

► A feasibility study into plans for the development of a new community sports stadium in York is to be carried out after the local authority agreed to pursue the scheme. Four options for the proposed venue were presented to the City of York Council's executive as part of an outline business case for the scheme. The options include a 6,000-seat 'core' stadium to be shared by York City Football Club and York Knights Rugby League Football Club. The stadium is expected to cost around £8.1m plus a potential further £1m for athletics facilities.

### £1.1m funding boost for Leeds play

► Leeds City Council is set to decide which locations will be among the first to benefit from £1.1m play funding as part of a government scheme. A total of 22 play areas across the city will be either created or renovated as part of the Playbuilder programme, which was unveiled in December to improve play provision for children across the country. It is hoped that the Playbuilder scheme will complement a range of wider regeneration initiatives in Leeds, as well as improving health.

## ODA confirms Olympic Village funding

£269m housing agreement with Triathlon Homes to help pay for £1.1bn scheme

By **Pete Hayman**

The Olympic Delivery Authority (ODA) has confirmed that it has secured the remaining funding for the £1.1bn London 2012 Olympic Village after completing a £268.7m deal with Triathlon Homes.

Triathlon Homes, a joint venture between First Base, Southern Housing Group and East Thames Group, will acquire 1,379 out of the 2,800 homes that will be created after the Games to provide affordable housing for Londoners.

In May, the government and the ODA were forced to approve a further £324m for the project from contingency funds after failing to secure private-sector backing for the



**Triathlon Homes will provide affordable housing after the Games**

development. The scheme will also include public parks and open spaces in legacy mode.

It is now expected that taxpayers will be asked to contribute a total of £650m to the scheme, although Olympic organisers hope to recoup this

through the sale of the remaining 1,400 properties.

ODA chair John Armitt said: "Concluding the affordable housing agreements is an important step and with work on site making strong progress, the project remains on track."

## Sport England announces £480m investment plans

By **Tom Walker**

Sport England has announced that it will invest £480m in 46 sports over the next four years.

The investment aims to improve grassroots sport, while also providing a legacy from the London 2012 Olympics.

A number of sports' national governing bodies (NGBs) are set to be awarded funding based on Sport England's three principle targets – Grow, Sustain and Excel.



**Grassroots schemes will benefit**

Under the 'grow' heading, NGBs have been commissioned to increase the number of

adults taking part in their sport at least once a week for a minimum of 30 minutes and to increase the number of young people aged between five and 19 participating in sports clubs by 484,000 by 2012/13.

The principle measure for the 'sustain' target is Sport England's satisfaction survey, which first reported in June 2009, while the crux of the 'excel' strategy will focus on systems and pathways to accelerate talent development.

## Seven sports battle for inclusion at 2016 Olympics

Rugby union sevens, golf and squash are among seven sports that have officially presented their case to the International Olympic Committee (IOC) to be included in the 2016 Olympic Games.

Karate, roller sports, softball and baseball are also applying for the two available programme slots at the 2016 Games, with a final decision expected to be made by the IOC in October.

IOC president Jacques Rogge said: "All seven sports made interesting and informative presentations. All have something to offer. In the end, the decision will come down to which are the best fit for the Olympic Programme."



# Murray unveils Scottish tennis plans

European-style community facility designed to help identify and develop new talent

By **Pete Hayman**

Judy Murray, the mother of British tennis players Andy and Jamie Murray, has unveiled plans to establish a new community tennis club in central Scotland to identify and develop new talent.

The European-style facility, which is set to be located in the Stirling area, will offer an extensive tennis development programme centred around an integrated junior academy and aims to provide high-quality facilities and coaching for players of all ages.

Working in partnership with the Lawn Tennis Association (LTA) and Phillip Sandilands, director of consultancy TrioPlus, Murray revealed that a number of potential sites had already



Judy Murray hopes more can follow in the footsteps of son Andy

been identified and that a development partner is now being sought to help deliver the scheme.

Murray said: "A number of initial sites have been identified around Stirling but we are keen to expand our search for potential sites and partners."

LTA chief executive Roger Draper added: "The model Judy is driving forward is undoubtedly the right approach to raise the profile and participation levels of tennis in Scotland, and indeed one that could be replicated throughout Britain."

## €10m boost for Irish sports

Three of Ireland's main national governing bodies have been handed a €9.9m (£8.4m) funding boost by the Irish government in a bid to increase and maintain participation.

The funding, which will be made available through the Irish Sports Council, will help support programmes designed to develop football, Gaelic games and rugby union across the country.

The Gaelic Games Association is earmarked to receive €3.29m (£2.79m), the Football Association of Ireland has been awarded €3.5m (£2.97m), and €3.07m (£2.61m) has been earmarked for the Irish Rugby Football Union.

## BOA reports £1.5m annual loss



The BOA will be responsible for Team GB at the London Olympics

By **Pete Hayman**

The British Olympic Association (BOA) has reported a loss of more than £1.5m for the year ending 31 December 2008.

It was also revealed that the London Organising Committee of the Olympic and Paralympic Games (LOCOG) had to step in with a payment of £2m in December to improve cashflow after the BOA made a £1.3m loss during the previous year.

However, the BOA said that it was an advance payment relating to a marketing agreement with LOCOG.

A BOA spokesperson said: "The £2m that we received from LOCOG was an advance payment for the commercial rights that we sold to them as part of the Joint Marketing Programme Agreement.

"This was nothing extraordinary – it was a sound commercial business decision."

## IN BRIEF

### New football pavilion opened in Farnborough

► Rushmoor Borough Council (RBC) has unveiled a new £1.1m football pavilion in Farnborough, Hampshire, which is the new home of the Rushmoor Community Football Club. The pavilion includes catering facilities and a function room, as well as a base for the Safer Neighbourhood police office. RBC leader Peter Moyle said: "The new pavilion is a great facility that has not only provided a new home for the football club, but will also offer a focus for the local community for years to come."

### Funding boost for Scottish table tennis

► Scottish table tennis players are to receive a £144,255 funding boost from sportscotland to help develop the sport and increase participation ahead of the 2014 Glasgow Commonwealth Games. Table Tennis Scotland will use the funding to recruit its first national coach in a bid to ensure that Scotland is among the top eight table tennis-playing nations in the world by 2014, while two part-time overseas practice partners have also been hired to prepare the Scottish team for the 2010 Delhi Commonwealth Games in India.

### Council transfers leisure centres to trust

► Aylesbury Vale District Council has transferred the management of its two leisure centres to a community trust. The Aylesbury Vale Community Trust, an independent not-for-profit organisation, will now manage the Aqua Vale in Aylesbury and Swan Pool in Buckingham. The centres, which will still be owned by the council, will continue to be operated on a day-to-day basis by Serco.

**IN BRIEF**

**Villandry Kitchen opens in High Holborn**

► The respective owners of Villandry and Relish Restaurants, Jamie Barber and Ed Standring, have opened a new joint venture called Villandry Kitchen in High Holborn, London. Designed by Sophie Douglas of Fusion, the restaurant will be an all-day café, bistro and bar, and will boast a 30-seat private dining room called The Kitchen Table. Barber and Standring plan to roll the brand out across the UK.

**Thwaites poised to sell London hotel**

► Daniel Thwaites, the Blackburn-based pub and hotel operator, has confirmed that it is considering offloading the Stafford Hotel in St James' Place, central London, after receiving offers for the property. The company has owned the hotel, which is operated by its Shire Hotels subsidiary, since 1995. However, Shire Hotels' managing director Antony Spencer has now revealed that Savills has been dealing with a number of prospective buyers. Spencer said: "We have received a number of approaches from interested parties over the years and have given each of them consideration. Savills have handled these on our behalf in the past and will continue to do so."

**Marston's launches £176m rights issue**

► Marston's, the Wolverhampton-based pub operator and brewing company, has launched a new £176m rights issue to help fund the acquisition and development of new-build pubs. The company said that it plans to use around £140m of the net proceeds to accelerate its strategy of providing new pub restaurants that cater to its 'F Plan' - food, families, females and forty/fifty-somethings.

**Macdonald acquires Aviemore resort**

Future of high-profile resort saved after Macdonald secures funding for buy-out

By **Luke Tuchscherer**

Macdonald Hotels has wholly acquired the Aviemore Highland Resort from its administrators, PriceWaterhouseCoopers.

The £130m Scottish resort was previously owned by a consortium comprising Macdonald, Lloyds Banking Group and Tulloch, the construction company, and had been operated by Macdonald for nearly 20 years.

However, the hotel went into administration earlier this year due to problems surrounding an £80m refurbishment, which will now go ahead as planned.

The revamp includes plans to refurbish each of the resort's hotels and to provide additional facilities including a



The £130m resort has been operated by Macdonald for 20 years

children's fun factory, a cinema and a clubhouse facility at the Spey Valley Championship Golf Course at Dalfaber.

Donald Macdonald, executive chair of Macdonald Hotels, said: "I'm grateful to the Bank of Scotland (BOS) for the

support and commitment that it has shown to Aviemore over many years. BOS's new owner, Lloyds Banking Group, has also demonstrated, by supporting us in this transaction, an ongoing commitment to Scotland and this development and all who

**Starwood nets Golden Tulip**

US-based private investment company Starwood Capital Group (SCG) has acquired troubled Swiss hotel group Golden Tulip.

The deal will see SCG take control all of Golden Tulip's 260 hotels, spread across more than 45 countries. Golden Tulip entered into voluntary receivership in April, blaming a decline in occupancy rates and the cost of new investments.

Rich Gomet, SCG's managing director, said the group will merge the Golden Tulip brands with Starwood's Louvre Hotels. The Louvre portfolio includes four brands - Premiere Classe, Campanile, Kyriad and Kyriad Prestige.

**Birkwood scheme gets go-ahead**



The plans will transform the former NHS Hospital in Lanarkshire

By **Pete Hayman**

Cheshire-based development company Eatonfield Group has been given the green light to transform a former NHS hospital in Lesmahagow, Lanarkshire, into a country house hotel.

South Lanarkshire Council has conditionally approved plans for the redevelopment of the 83-acre (33.6) Birkwood site, which was acquired by the company in June 2008.

The Grade B-listed hospital building will be renovated into a new country house hotel as part of the scheme, which also includes 165 new houses and the potential construction of new play and sports facilities in partnership with the Lesmahagow Community Council.

The company is also redeveloping a former steelworks in Workington, Cumbria, which will include a hotel, a pub and 650 homes.



## Hospitality chief urges election action

Bob Cotton calls on the whole industry to lobby potential MPs across all parties

By **Tom Walker**

Bob Cotton, chief executive of British Hospitality Association (BHA), has urged every hotelier and restaurateur in the UK to stress the importance of tourism during the run up to the next general election.

Speaking to more than 600 delegates at the BHA annual luncheon at the Grosvenor House Hotel in London, Cotton said that all industry members should promote the economic importance of the hospitality industry on politicians and parliamentary candidates.

"Tourism and hospitality is the economic lifeline for many regions of the country," Cotton said. "All of us in the industry – nationally, regionally, locally – have the task of ensuring that



Cotton addressed the 600 guests gathered at the BHA luncheon

our politicians and parliamentary candidates at the next general election fully understand the scale of the contribution that the industry makes to the economy.

"The industry needs a government that understands that tourism remains a key economic driver, both nationally and in the regions."

The annual luncheon was attended by London mayor Boris Johnson, who told delegates he would do "all he can" to promote tourism ahead of the 2012 London Olympics.

"As we head towards the London Games, the next few years provide unprecedented opportunities for the UK's tourism industry," Johnson said.

## BHA announces annual excellence award winners



The winners of the Education award with Boris Johnson

By **Tom Walker**

The British Hospitality Association (BHA) has announced the winners of its annual awards in eight different categories.

The BHA Tourism Award was given to Devon-based Brend Hotels; the Sustainable Business Award went to London-based caterer Vacherin, while Apex Hotels received the Innovation Award. Other winners included the team behind the new Professional Cookery Diploma (BHA Education and Training Award, pictured left); Northcote Manor in Lancashire (BHA Food Award); Pride of Britain Hotels (Marketing Award); and Park House Hotel in Sandringham (Tourism For All Award).

## Council approves Mumbles redevelopment proposals

A new four-star spa hotel is being planned for Mumbles, near Swansea, south Wales.

The development company, EP Leisure, has received the backing of Swansea Council for the scheme, which also includes plans for restaurants, wine bars and shops – set around a new public piazza in Oystermouth Square.

Bryan Evans, managing director of EP Leisure, said: "The introduction of a spa hotel

will not only meet contemporary expectations, it will reverse the flow of hotel closures and bring a much-needed impetus into the economic base of Mumbles."

The leader of Swansea Council, Chris Holley, added: "I look forward to a time when the vision is reflected in a scheme which can be a source of pride to all parties – the developer, the council, residents and visitors alike."

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**IN BRIEF**

**Cultural focus for Welsh regeneration**

► The Welsh Assembly Government has revealed plans to place Welsh culture, rugby clubs and industrial heritage at the heart of the sustainable regeneration of communities across the country. Speaking at a conference on Culture, the Creative Industries and Regeneration, Welsh deputy minister for regeneration Leighton Andrews announced details of a number of regeneration projects that will be centred around Welsh heritage and culture.

**Mace selected for Colchester gallery**

► Colchester Borough Council has announced it has appointed the construction company behind the London Eye attraction, Mace Group, to help get plans for the town's new art gallery back on track. The proposed Visual Arts Facility (VAF) is set to provide Colchester with a new purpose-built centre of excellence and innovation for culture, education and learning, and had been expected to open to the public at the end of 2008. It is now hoped that the Rafael Vinoly-designed VAF, which is to be operated by contemporary arts organisation firstsite, will be completed as soon as possible.

**ACE funding for musical theatre**

► Perfect Pitch Musicals, an organisation that aims to develop contemporary musical theatre in Britain, has received a grant of nearly £190,000 from Arts Council England (ACE). The funding is part of ACE's efforts to invest in the infrastructure and grassroots of the musical theatre industry, which makes a significant impact to the British economy through employment, tourism and tax revenues.

# Work begins on cultural skills academy

£60m centre to include training facilities for 2,250 arts and culture students

By **Caroline Wilkinson**

Construction work on the new £60m Royal Opera House Production Park in Purfleet, Essex, has begun.

The campus will become the flagship building for the National Skills Academy for Creative and Cultural Skills, and will offer training facilities for 2,250 people aged 16 to 19 and professionals seeking qualifications in offstage and backstage technical skills. Courses include a new Creative Apprenticeship.

Forming part of the regeneration plans for the Thames Gateway, the 14-acre development will also be used as a campus for the creative industries, providing facilities



**The development will form part of the Thames Gateway project**

for the Royal Opera House's backstage production.

Developed by Thurrock Thames Gateway Development Corporate, and designed by Nicholas Hare Architects, the project involves the restoration and conversion of the vacant

16th Century High House Farm into a mixed-use building featuring a restaurant, a coffee shop and offices. There will also be new education, event and exhibition spaces and an 18th century stable will be renovated into a museum.

# August opening for flagship Swansea arts centre

By **Pete Hayman**

Welsh art group, Coastal Galleries, has announced plans to expand into Swansea with the August opening of a new flagship arts centre at the city's historic Ice House.

The group, which currently has showrooms at Narberth and Saundersfoot in Pembrokeshire, has agreed a deal to lease two-thirds of the Grade II-listed building from the Landas Group.



**The new venue will display contemporary works of art**

It is hoped that a South Wales-based restaurant company will occupy the

remaining third of the building, which is situated at the heart of Swansea's £400m SA1 redevelopment. The property is one of only two dockside ice factories remaining in the country.

When open, the new Coastal Galleries venue is set to showcase international contemporary art and work from a number of well known artists, including Rolf Harris, Doug Hyde and Sherree Valentine Daines, as well as boasting a new wine bar.

# Wedgwood Museum awarded 2009 Art Fund Prize

A new £10m museum dedicated to the history of the 250-year-old Wedgwood pottery company in Stoke-on-Trent, Staffordshire has been awarded the 2009 Art Fund Prize for museum and galleries.

The Wedgwood Museum, which opened last year following a nine-year redevelopment of

the site's former visitor centre, held off competition from three other shortlisted venues to pick up the £100,000 prize.

Designed by architects Hulme Upright Manning, the museum contains a collection of ceramics, art and manuscripts, which documents British social, design and industrial history.



## Concerns over DEFRA climate report

Government predictions on climate change could threaten iconic UK landscapes

By **Pete Hayman**

Natural England and the National Trust have raised concerns over the future of the natural environment following the government's recent predictions on climate change.

According to the Department for the Environment, Food and Rural Affairs (DEFRA), south east England will face an increase in average summer temperatures and a 22 per cent decrease in average summer rainfall by 2080.

Sea levels are also expected to rise by 36cm (14.2in), while the North West faces an increase in average winter rainfall, all of which could have serious consequences for some of Britain's iconic landscapes.

Natural England said that areas including the Norfolk



IMAGE: NATURAL ENGLAND/DOUGAL MCNEILL

**Natural England believes areas like the Norfolk Broads are at risk**

Broads, the Shropshire Hills and the Dorset Downs will be severely affected unless the environment is allowed to adapt naturally to the changes.

Helen Phillips, Natural England chief executive, said: "In the face of the challenges presented by climate change we have to allow natural

processes within the environment to function. We cannot rely on technology or on building our way out of trouble.

The National Trust's director general, Fiona Reynolds, added: "The new projections provide a compelling case for us all to get on with immediate and practical action."

## RSPB and Veolia plan new Essex wetland reserve

By **Pete Hayman**

A new 270-hectare (667.2-acre) wetland nature reserve is set to be created in Essex as the result of a partnership between the Royal Society for the Protection of Birds (RSPB) and Veolia Environmental Services (VES).

The RSPB has secured a 150-year lease agreement with the waste management firm to establish the new reserve on land adjoining the Pitsea landfill site, which will also be opened up to the public.

Plans for the creation of a sustainable wetland system on the south Essex marshes will include a number of habitats, such as extensive wet grassland and a tidal lagoon, while existing reedbeds will be extended to attract a range of bird and waterfowl species.



IMAGE: ALAN SHEARMAN - RSPB

**The Pitsea marshes will be transformed into a new nature reserve**

The project, which forms part of the South Essex Green Grid strategy and Thames Gateway Parklands initiatives, will also include the restoration of the Pitsea site to support nationally rare wildlife species.

VES chief executive Paul Levett said: "We welcome the active involvement of the RSPB in building on the 20 years of

restoration already completed at our Pitsea landfill."

Billericay and District MP John Baron added: "The new project will be a fun resource for the whole family and help to raise awareness of conservation issues. This ambitious scheme will really help to put the Essex Marshes back on the map."

### IN BRIEF

#### Gateshead park to be redesigned

► St Edmunds Park in Gateshead, Tyne and Wear, is to undergo a three-year revamp. The park will use the nearby Shipley Art Gallery for inspiration, and will plant arrangements based on designs on show in the gallery. New seats and waste bins will also be installed in a bid to provide a "perfect oasis" for older people and their carers, as well as young people.

#### Woodland facelift for Ulster quarries

► Plans to transform a number of quarries across Northern Ireland as part of MOREwoods, a new woodland creation initiative, have been announced by the Woodland Trust. Craigantlet quarry near Newtownards, County Down, which is owned by Wolverhampton-based quarrying company Tarmac, has become the first to benefit from the scheme, with more than 5,000 native species of tree planted across a 26-acre (10.5-hectare) piece of land.

#### Outdoor equipment for Liverpool parks

► New outdoor gym equipment has been installed in six Liverpool parks after research revealed local residents over the age of 50 years old were unlikely to use a conventional gym to keep fit and healthy. The study was carried out by Liverpool City Council and Liverpool Primary Care Trust, which has invested £100,000 in the scheme to get more people active as part of the city's Year of the Environment initiative. Wicksteed Playscapes has provided the equipment, which has been installed at Croxteth Country Park, Dovecot Park, Calderstones Park and Otterspool Park, as well as Everton Park and Walton Hall Sports Centre.

# leisure property news

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## IN BRIEF

### Council forced to rethink £1bn revamp

► Plans for the £1bn revamp of Coventry city centre may need to be reconsidered after the government announced that the city's 1950s Retail Market has been awarded Grade II-listed status. Coventry City Council expressed disappointment at the decision, as it now means that the Jerde Partnership's masterplan will have to be altered, having proposed the relocation of the market site.

### Council pulls out of Lancaster inquiry

► Lancaster City Council has pulled out of a public inquiry into plans for the £150m Canal Corridor North redevelopment. Developer Centros refused to take part in the inquiry in protest at the decision to call in the scheme, as well as raising concerns over the intervention of English Heritage. The council has now also withdrawn after it said questions had been raised that could only be answered by Centros, while also claiming that English Heritage now opposed elements it previously supported.

### Final approval for Donington upgrade

► The £100m revamp of Donington Park, Leicestershire, is back on track after the project received final planning consent. North West Leicestershire District Council approved plans for the first stage of the scheme in January on the condition that a Section 106 agreement was signed by all relevant parties. Circuit owner Simon Gillett and landowner Tom Wheatcroft have now signed the document, enabling work to re-commence.

## SUFC stadium proposals put on show

South Stand revamp to form part of club's long-term strategy for Bramall Lane

By **Pete Hayman**

Sheffield United Football Club (SUFC) has launched a public consultation with local residents and supporters over plans for the revamp of the South Stand at its Bramall Lane stadium.

Plans include an additional tier of seating to increase the stadium's capacity by more than 6,000, an exhibition and conference centre and new banqueting and corporate facilities.

Affordable housing will also form part of the redevelopment proposals, which will be the second of a two-stage scheme to improve Bramall Lane in a bid to ensure that Sheffield is included as a potential host city for the 2018 World Cup.

Jason Rockett, SUFC chief executive, said: "The second phase is part of a long term



The capacity of the South Stand is to be increased by 6,000 seats

strategy, subject to achieving success on the pitch, aimed at generating additional income off the field which we have already seen with the development of the hotel and the business centre.

"We believe our plans for the stadium will meet the criteria of a Sheffield bid to be a host city

for the 2018 World Cup, which as a club we are supporting."

Plans for the first phase of work at the stadium have already been submitted, which will focus on the Kop stand and includes the removal of support columns, a new concourse, new executive boxes and community and educational facilities.

### Consultation for Towcester plans

South Northamptonshire Council has launched a public consultation into a draft masterplan for the redevelopment of Towcester town centre.

Produced by planning and design practice Urban Initiatives, the 15-year vision includes the potential development of a new museum and a performance venue for live music.

The draft masterplan proposes improving facilities at the town's rugby club, and Towcester Leisure Centre.

## Approval for media centre plans

By **Pete Hayman**

Plans for the London 2012 International Broadcast Centre and Main Press Centre have been approved by the Olympic Park Planning Committee.

The decision means that contractor Carillion can start construction work on the main structure of the two new buildings, with work already underway on the foundations following the approval of a previous planning application.

A design team comprising Allies and Morrison, Buro Happold and RPS Group Burks Green has drawn up plans for the two buildings.



Carillion will build the facilities

Sebastian Coe, chair of the London 2012 Organising Committee, said: "The impressive facilities we have planned will give us the best possible foundations for telling all the stories from the London 2012 Games."



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## Proposed new leisure opportunity at Cotlandswick Open Space, St Albans



St Albans City and District Council (SACDC) is proposing to market a new leisure opportunity to be built (subject to planning) at Cotlandswick Open Space, London Colney, St Albans.

SACDC is seeking to establish the level of interest from commercial leisure and sports operators in working with the Council to deliver this project and issued a Prior Information Notice (PIN) to this effect in OJEU on 3rd July.

To register for further information and to request access to the PIN questionnaire, please email [cotlandswick@driversjonas.com](mailto:cotlandswick@driversjonas.com) stating your name, company name and contact details, or alternatively, please call 020 7896 7768.



## Expressions of Interest – Invitation to Tender

### NEW PLAY FACILITIES AT VICTORIA PARK STAFFORD

Stafford Borough Council invites expressions of interest from suitably qualified and experienced organisations who are willing to work in partnership with the Council to secure the re-development of the play facilities at Victoria Park, Stafford, the Boroughs award winning Premier Park.

This scheme involves the delivery of innovative play facilities through a dedicated youth zone and a combined toddler and junior play area. The project has a budget of £450k and will involve the contractor delivering a comprehensive consultation as part of the design of the scheme to ensure realistic community aspirations are achieved.

Organisations who can demonstrate a successful track record in this type of project wishing to express and interest must do so by completing a Pre-Qualification Questionnaire which can be obtained by writing to:

**Mr R Leverett, Leisure and Culture, Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ**  
or via email to: [rleverett@staffordbc.gov.uk](mailto:rleverett@staffordbc.gov.uk)

Completed questionnaires must be completed and returned by  
**10 August 2009, 12noon.**



**Stafford**  
BOROUGH COUNCIL



## Christchurch Borough Council

### EXPRESSIONS OF INTEREST FOR DESIGN AND CONSTRUCTION WORKS

#### Quomps Splashpark

Applications are invited from suitably qualified and experienced contractors wishing to be considered for inclusion on a select Tenderers list for this project. Works include the removal of the existing padding pool & pump house, the provision of an exciting new water play park including a splashpool, water sprays and water play items, a new pump house, all infrastructure, services and play surfacing.

Applications and questionnaires for a pre-tender enquiry can be obtained from [www.dorsetforyou.com](http://www.dorsetforyou.com), search 'Quomps Splashpark', or the address below.

The Council must receive all completed pre-tender questionnaires by Monday 20<sup>th</sup> July 2009.

Property and Engineering Services, Community Services Department, Civic Offices, Bridge Street, Christchurch, Dorset, BH23 1AZ. Tel 01202 495082 FAO Sam Cooke or email [s.cooke@christchurch.gov.uk](mailto:s.cooke@christchurch.gov.uk)

## For Sale Former Casino Freehold Property

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**WARWICK DISTRICT COUNCIL****HELP SHAPE THE FUTURE  
OF RACING CLUB WARWICK**

Warwick District Council is inviting expressions of interest from individuals and organisations to help shape the future of Racing Club Warwick based at Hampton Road, Warwick.

The Council is offering a lease (term to be agreed through discussion) of the land on Hampton Road, Warwick where Racing Club Warwick runs a football club, social club and various community and sporting activities.

Individuals and organisations are encouraged to develop innovative and exciting proposals which will provide long-term sustainability for both sporting and community activities. All applicants must be able to demonstrate a sound business plan that includes the provision of the following:

- Management and development of a semi-professional football club;
- Community sports activities for children and young people;
- Management of social club including bar and function room, and to work with a range of community groups for the benefit of local residents;
- Partnership working with Warwick District Council to continue physical improvements at the site.

When submitting your Business Plan please ensure the following details are also included:

- Experience and background;
- Financial standing;
- Legal status.

Selection of the successful operator will be through interview and presentation of the Business Plan to a panel consisting of the Council's Portfolio Holder for Culture, Council officers and representatives of the current Racing Club Warwick Committee.

A copy of the Warwick District Sustainable Community Strategy is available on request by e mail to [jackie.height@warwickdc.gov.uk](mailto:jackie.height@warwickdc.gov.uk)

Deadline for expressions of interest to be received at the address below: Wednesday 22nd, July 2009. Interviews scheduled for 7th, August 2009.

**Rose Winship**  
**HEAD OF CULTURAL SERVICES**  
Cultural Services, Warwick District Council  
Riverside House, Leamington Spa, CV32 5QG

[www.warwickdc.gov.uk](http://www.warwickdc.gov.uk)

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One of the popular pastimes is relaxing in a deckchair. The operation of the service is carried out by a concessionaire who pays The Royal Parks an agreed percentage of turnover. Deckchairs operate in Hyde Park, Kensington Gardens, St James's Park, Green Park, The Regent's Park and Victoria Tower Gardens.

We wish to hear from any organisation or individual who might be interested in providing the service for at least 5 years, commencing in the Spring of 2010. The operator will be required to provide and maintain the deckchairs and this will be taken into account when agreeing the duration of the arrangement and the concession payments to the Royal Parks. The gross turnover is approximately £150K.

**Further information about The Royal Parks can be found on our website [www.royalparks.org.uk](http://www.royalparks.org.uk).**

**Expressions of interest with details of your experience should be sent via e-mail please to [procurement@royalparks.gsi.gov.uk](mailto:procurement@royalparks.gsi.gov.uk).**

**Deadline: 10 August 2010.**

**City of Bradford MDC**

[www.bradford.gov.uk](http://www.bradford.gov.uk)

**Tender for: Junior Youth Inclusion Project  
Shipley and Keighley**

**Contract Ref: BMDC/11076**

Bradford Metropolitan District Council seeks to procure services for the above project from 1st October 2009. In the first instance the contract will be awarded to ONE organisation for both areas for the period 1st October 2009 until 31st March 2010 with an option to continue for a further year (1st April 2010 – 31st March 2011).

Further Information and Tender documents are to be downloaded from <http://scms.alito.co.uk>. Please ensure you have registered for Bradford MDC to enable access to documentation. If you require any assistance downloading the documents, contact SCMS help desk on 0113 247 4001.

After downloading the tender documents, any queries arising should be directed to: Linda Peacock, 01274 431344, [linda.peacock@bradford.gov.uk](mailto:linda.peacock@bradford.gov.uk)

The closing date for the receipt of Tenders is Wednesday 5th August 2009 at 2.00pm.

**Expressions of Interest****Future delivery of the  
National Sports Centres**

Sport England is inviting Expressions of Interest, through the competitive dialogue process, for Partner(s) to further develop and enhance the National Sports Centres that play an important role in providing facilities for National Governing Bodies of Sport, elite performers and increasingly, links to the local community.

- Bisham Abbey National Sports Centre;
- Lillleshall National Sports Centre;
- Plas y Brenin National Mountaineering Centre; and
- English Institute of Sport Sheffield.

Sport England, acting on behalf of the Sports Council Trust Company and Phoenix Sports Limited, are looking at the successful Partner(s) to support their drive for delivering value for money and achieving their corporate goals. In order to achieve this, Sport England is willing to consider any number of alternative and potentially innovative solutions, which do not conflict with existing site covenants. Each Centre is being considered separately, with the opportunity to combine centres also a possibility.

All Expressions of Interest to this process are required to register their interest and to complete the detailed Pre- Qualification Questionnaire (PQQ) by 1300 hours on 3rd August 2009. Those companies passing the pre-qualification evaluation process will receive an invitation to submit outline solutions.

**To register and receive the PQQ pack, which will be sent out electronically, please email: [sportenglandnsc@pmpconsult.com](mailto:sportenglandnsc@pmpconsult.com)**

**A notice was posted to the Official Journal of the European Union on the 25th June 2009.**

**Creating sporting opportunities in every community**

## TICs proving their value

Information centres play crucial role in local tourism



**KURT JANSON** is policy director for the Tourism Alliance

The downturn is putting pressure on the budgets of local authorities, causing many to make hard choices about where savings can be made. The easy targets for these savings are the services and facilities that local authorities don't have a statutory requirement to provide.

One of the services that continually seems to be at the forefront of spending reviews is the network of 495 Tourism Information Centres (TIC), located throughout England. The fact that they provide little in the way of direct benefit to local ratepayers and that they don't actually attract new visitors to the destination, leads many councils to question what benefit they provide to the local economy.

Luckily a new piece of research by Tourism South East for VisitEngland shows that there is a very powerful economic case for maintaining the TIC network. The study, which sampled 62 TICs in England, found that nearly half of the people that used the TICs ended up visiting more attractions than they would have otherwise – or extended their stay in the area.

The results make a compelling case. On average, visitors spent £55 per person more than they originally planned. This equates to each TIC generating, on average, over £340,000 in incremental expenditure per annum for the local economy. With the focus of national and regional government being on stimulating the economy and supporting jobs, the study shows that TICs have a valuable role to play.

## £2m tourism fund for N. Ireland

Tourism minister unveils new innovation scheme to promote local stories

By Pete Hayman

A new £2m Tourism Innovation Fund has been launched by the Northern Irish tourism minister, Arlene Foster, in a bid to support projects that are designed to attract more visitors to the country.

The funding, which will be administered by the Northern Ireland Tourist Board (NITB), will be used to support initiatives that focus on bringing local stories to life.

Foster said: "The aim of the Innovation Fund is to enhance the growth, quality, competitiveness and sustainability of tourism in Northern Ireland by stimulating product development and improving the visitor experience."

"During these challenging economic times it is great to see such a scheme aiming to help businesses in the tourism industry to grow and in turn, improve the visitor experience in Northern Ireland."



The fund aims to promote local initiatives

NITB chair Howard Hastings added: "This scheme will create unique, individual and compelling reasons for people to come to Northern Ireland and return in the future. It will focus on projects such as creative interpretation and innovative ways to showcase our many tourism products."

## Cardiff set for £85m Ashes tourism boost

By Pete Hayman



SWALEC Stadium will host the Ashes Test

Cardiff could be in line for a major boost to the city's economy as a result of hosting the first Ashes Test between England and Australia, which will be staged at the SWALEC Stadium between 8-12 July.

According to Professor Brian Morgan of the Cardiff School of Management at the University of Wales Institute Cardiff, the Welsh capital could receive a boost of between £85m and £116m due to the increased number of visitors anticipated during the five-day event.

## Global air travel demand declines in May

Global air passenger demand decreased by 9.3 per cent during May 2009, compared with the same period in 2008, according to figures from the International Air Transport Association (IATA).

The outbreak of the swine flu illness contributed to a 40 per cent decline in demand with Mexican carriers, while the Middle Eastern market was the only one

to show signs of growth, with a 9.5 per cent increase in demand.

IATA director general and CEO, Giovanni Bisignani, said: "After a 20 per cent fall in international passenger revenue in the first quarter, we estimate that the drop accelerated to as much as minus 30 per cent in May. This crisis is the worst we have ever seen."





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## Chronic Respiratory Disease Exercise Instructor Course

**BLF bursaries are now available for the September intake of this innovative distance learning course.**

Developed by Loughborough College, the University Hospitals of Leicester and the British Lung Foundation (BLF), with funding and input from Rotherham PCT, the course has been submitted for endorsement at level 4 on the Register of Exercise Professionals. It covers:

- Physiology and pathology of respiratory disease
- Managing breathlessness
- Management of chronic respiratory disease
- Referral pathways
- Responses to exercise and exercise prescription

The BLF bursary, funded by Air Products, is available to exercise professionals who meet the following entry requirements:

- Level 3 equivalent qualification as recognised by REP's
- 100 hours practical exercise instruction over the past year, with some experience of working with clients with COPD/respiratory disease
- A current valid first aid certificate
- Current CRB disclosure form
- Endorsement from a local pulmonary rehabilitation team

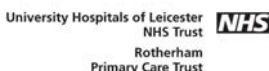
Instructors taking up a bursary will be expected to work with local Breathe Easy support groups to set up exercise classes within the community.

**For more details or an application pack please log on to [www.lunguk.org/supporting-you/blf\\_active/](http://www.lunguk.org/supporting-you/blf_active/) or contact Danielle Smreczak using the details below**

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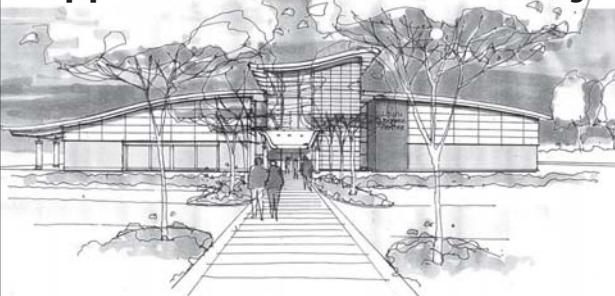


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## Exciting New Career Opportunities In East Lindsey



Three fantastic opportunities to be part of the management team of a brand new £12m leisure centre, are now available. The leisure centre is currently under construction and scheduled for completion in November 2009. Comprising an 8 lane, 25m pool, leisure pool, sports hall, 80 station fitness suite and ancillary facilities, the centre provides an excellent career development opportunity for dynamic and driven individuals.

### Operations Manager SO1 £24,402 - £26,016

Reporting to the Centre Manager, you will be responsible for the day to day management of the centre. You will lead a team of Duty Managers as well as overseeing the smooth operation of the centre's booking system. Educated to degree level or equivalent in a relevant sports/leisure management subject, with a minimum of 5yrs supervisory management experience, you must also have an understanding of Integrated Management Systems.

### Fitness Manager SO1 £24,402 - £26,016

Reporting to the Centre Manager you will be responsible for managing the team of fitness advisors. You will also be required to ensure that membership sales and retention are maximised.

You should be educated to degree level or equivalent and possess a level 3 Fitness Industry qualification with 3yrs supervisory/management experience in the fitness industry. A proven track record of membership generation and retention is also essential.

### Technician Scale 4 £17,626 - £20,652

Reporting to the Centre Manager, you will be responsible for overseeing the safe, effective and efficient operation of the pool, heating and ventilation plant. You must possess a current National Pool Plant Operators Certificate and have a minimum of 3yrs experience of running such building plant and equipment. Experience in the leisure industry is desirable.

For an informal discussion on any of the above posts please contact Iain Dunton, Centre Manager on 01507 601111 ext 581 or via e-mail [ian.dunton@e-lindsey.gov.uk](mailto:ian.dunton@e-lindsey.gov.uk)

In addition to the these posts, East Lindsey has two further opportunities to join the Sport Facilities Team.

### Operations Manager - The Pavilion, London Road, Louth Scale 6 £22,001

Reporting to the Centre Manager of the new leisure centre, you will be responsible for The Pavilion, London Road. This facility includes football and cricket pitches and a full size AstroTurf. The job holder will also be responsible for delivering the host club development plans. Possession of a relevant professional supervisory/management qualification is essential.

For an informal discussion on the post please contact Iain Dunton, Centre Manager on 01507 601111 ext 581 or via e-mail [ian.dunton@e-lindsey.gov.uk](mailto:ian.dunton@e-lindsey.gov.uk)

### Duty Manager - Horncastle Swimming Pool Scale 2 £15,291

Reporting to the Centre Manager you will be required to ensure the smooth and efficient day to day running of the swimming pool and fitness suite. A relevant leisure industry supervisory management qualification is essential as is a current RLSS National Pool Lifeguard Qualification and ISRM National pool Plant Operators Certificate.

For an informal discussion on the post please contact Christine Malpas, Facility Manager on 01507 522489 or via e-mail [christine.malpas@e-lindsey.gov.uk](mailto:christine.malpas@e-lindsey.gov.uk)

To request an application pack for any of these posts, please contact Alexandra Dale on 01507 601111 ext 471 or via e-mail [alexandra.dale@e-lindsey.gov.uk](mailto:alexandra.dale@e-lindsey.gov.uk)

Closing date for applications: Friday 24th July 2009  
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## Bucks Sport

Bucks & Milton Keynes Sports Partnership

### Senior Development Manager

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Building on strong foundations, we have a great team, a committed partnership and a vibrant volunteer network.

With our London 2012 Olympic and Paralympic legacy programme beginning to gather momentum and extensive development programmes, we are well placed to achieve our aims to widen access, increase participation and improve levels of performance in sport.

As one of two Senior Development Managers your role will be to lead the development of the Partnership through the production of strategies, creating effective partnerships and managing performance to ensure we meet our targets.

You will also lead the provision of support services for Sport England, NGBs and their clubs including funding, facilities, coaches and volunteers, supporting the delivery of whole sport plans within the county.

If you are passionate about the power of sport, highly motivated, with excellent leadership, management and inter-personal skills and significant relevant experience, we want to hear from you.

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**Closing Date: Monday 27th July**

**Interview Date: Tuesday 11th August**

Aylesbury Vale District Council is the host agency and employs staff on behalf of the Partnership. The post is offered subject to continued funding. The Partnership and AVDC are committed to equal opportunities and fairness in sport and welcome applications from all sections of the community.



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### LEISURE & RECREATION SERVICES

## Leisure Facilities Manager

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Heading our Facilities team means taking responsibility for every aspect of our working life – from operations and quality to health and safety and technical services – the process is one of continuous improvement and financial performance, achieving results through improved service provision, planning and delivery.

Ideally qualified to Degree standard or equivalent, with extensive management and operational experience, here is an opportunity to deliver effective sports and leisure facilities, whilst achieving our commercial objectives, improving standards and galvanising the business into a highly productive and service driven team.

This is a senior role and demands a dynamic management style, superb communication skills and a creative and visible approach to a number of exciting challenges and opportunities.

In accordance with the provisions of Section 2 of the Local Government and Housing Act 1989, this post is deemed to be 'Politically Restricted'.

Appointment to this post is subject to the receipt of a satisfactory Enhanced Disclosure from the Criminal Records Bureau.

For an informal discussion on the content of the job description or person specification, please contact Gerard Vinton, Head of Leisure & Recreation on 01282 664440.

**Recruitment packs are available online only. For a pack or to apply online, please visit [www.burnley.gov.uk/jobs](http://www.burnley.gov.uk/jobs)** Our minicom line is available (01282 477114) to assist people with hearing difficulties.

**Closing date: 21 July 2009. Interviews: 13 August 2009.**

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### Sports Information Officer

£21,306 - £23,473

Ref: 000074

You will be responsible for the design, development, control and effective operation of the computerised sport and leisure management information system within approximately 7 sport and leisure establishments across the city. You will also be responsible for updating the sport and leisure webpages.

You must have financial management experience including having the responsibility for revenue budgets. Relevant operational Sports and Leisure management experience is essential as is experience in information systems and providing services to customers.

**For an application pack, please contact HR Shared Services 24 hour recruitment lines on 01782 238204 / 238205 / 238239 / 238244 or email [recruitment@stoke.gov.uk](mailto:recruitment@stoke.gov.uk) Closing date: 17 July 2009.**

To protect the children and adults of Stoke-on-Trent we undertake a Criminal Records Bureau check and for all posts dealing with children, references will be sought before interviews.

We value diversity in our workforce and positively encourage applications from all sections of the community.

Hearing impaired applicants are welcome to telephone 01782 236919 (Minicom).



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Active Surrey Sports Partnership is one of the network of 49 County Sports Partnerships (CSP) in England. Our vision is to make Surrey a more active and successful sporting county. Following a major re-structure and new funding contracts, we are looking for two high calibre candidates to join our dynamic team.

## Community Sports Development Officers (two posts)

£32,169 - £36,912

**Fixed-term contract until 31 March 2011 (with extension to 2012**

**subject to confirmed funding) 36 hours per week**

These roles will be to manage the development of community sport within one of three sub-county areas of Surrey, building effective relationships with all stakeholders and making a significant impact on the provision of sport and physical activity in the county. This will include identifying the priorities and needs of a diverse range of NGBs and sub-county networks, and brokering links between them. In your allocated area, you will advise on all aspects of the core service requirements including workforce and club development, NGB liaison and sports funding applications.

As well as line managing a number of project staff, you will also take a specific county lead role in one of two areas:

- The **NGB/Club lead** will manage the effective engagement of NGBs whilst setting up a support system for sports clubs in Surrey to attain Clubmark accreditation. Ref: **058075/NP/7487**
- The **Funding/Facility lead** will be the contact on all matters relating to sports funding in Surrey and act as a champion for sports facilities. Ref: **058075/NP/7488**

To be effective in these varied and exciting new roles, you will need credibility with partner staff of all levels and a sound knowledge and experience of sports/physical activity development.

Hosted by Surrey County Council, we offer an excellent package including membership of the Local Government Pension Scheme and the SCC flexible benefits scheme.

An enhanced Criminal Records Bureau disclosure will be required for these roles.

More information can be found on our website: [www.activesurrey.com](http://www.activesurrey.com)

For an application pack with full details about each role, please visit [www.surreycc.gov.uk/jobs](http://www.surreycc.gov.uk/jobs) call 020 8541 9000, minicom 020 8541 8760, or email: [sschrgeneralenquiries@surreycc.gov.uk](mailto:sschrgeneralenquiries@surreycc.gov.uk)

**Closing date for all applications is 14 July 2009. Interview dates: 30/31 July 2009.**

Surrey County Council particularly welcomes applications from under represented groups including ethnicity, gender, age, disability, sexual orientation or religion.





University of Essex

## Sports Supervisor

**(Ref. SG871)** Applications are invited for the post of Sports Supervisor at the University Sports Centre. The person appointed will be responsible for the supervision of sports facilities, sports coaching, organisation of events, maintenance and setting up of sports equipment, and some reception work.

Candidates must have an all-round interest in sport and be suitably qualified in Sport, Recreation, Physical Education, or Fitness and Health.

**Salary: £17,026-£19,645 per annum Closing date: 20 July 2009**

**Apply online. If you have a disability and would like information in a different format telephone (01206) 873521/874588.**



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**"Delivering quality sports services and facilities for students, staff and the broader community from first experience to elite performers"**

Located in Hatfield, just 5 minutes from junction 23 of the M25, Hertfordshire Sports Village comprises extensive indoor and outdoor sports facilities and provides a top quality service to students, staff and the wider community. Our current partners include a premiership rugby club, super league netball team, Speedo swim league national champions and English Institute of Sport.

We are now looking to extend our excellent team of customer-focused, motivated and forward thinking staff. Attention to detail, a 'can do' attitude and innovation are essential values we look for in our team members. So, if you think you have what it takes to join our team, we want to hear from you!

### DUTY MANAGER

**£21000 +PRP**

The Duty Management team consists of three, with each DM managing an area and the team within. These consist of the pool, indoor and outdoor facilities and front of house. Duty Managers at the Sports Village are given an opportunity to gain experience of the management in all three areas through planned rotation of responsibilities.

Experience in one or more focus areas is essential, also experience working at supervisory level in a leisure environment and an up-to-date knowledge of health and safety good practice. A leisure qualification, current NPLQ and first aid certificate are essential. The duty management team work on a rota basis including evenings, weekends and bank holidays and recognition of this is included in the salary.

The successful candidate will be comfortable communicating with colleagues at all levels and understand the importance of consistent delivery of high standards. A self-starter with the ability to motivate others, you will possess previous line management experience and be seeking a challenging new opportunity to develop your skills further and make a positive impact on our staff and customers.

### FIND OUT MORE...

For an informal discussion about this post, please contact Operation Managers, Karl Allen 01707 281197 or James Bennett 01707 285195. For an application pack please see details below.

Apply online at [www.herts.ac.uk/jobs](http://www.herts.ac.uk/jobs) or request an application pack from Human Resources on 01707 284802 (24hr voicemail), quoting the appropriate reference number SP8949.

Further information about Hertfordshire Sports Village can be found on our website: [www.hertssportsvillage.co.uk](http://www.hertssportsvillage.co.uk)

Closing date for all applications: 17th July  
Provisional interview date: 6th August



## The Best People : The Best Services

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Leicester-Shire & Rutland (LR) Sport is a partnership organisation working together to make Leicestershire, Leicester and Rutland the most sporting and physically active place in England.

Renowned as one of the strongest County Sport Partnerships in the country we now have three exciting opportunities to work within our dynamic and exciting team based at Loughborough University.

All three posts are full time positions (37 hours a week) at Grade 10. With a relevant BTEC higher/NVQ4 or degree you will have a proven track record of working in Sports, Physical Activity and/or Community Development. You will also have experience of project management and partnership working. An Enhanced CRB check applies to these posts.

## Sports Development

### Officer

Ref: 195CS

**£25,245 - £28,353 pa**

**Loughborough**

**Temporary for 2 years**

You will be responsible for supporting the delivery of the Sport Unlimited Project, steering Leadership and Sports Volunteering (including the Step Into Sport programme) and assisting the National Governing Body of Sport agenda.

## Physical Activity Development

### Officer (Active Together) Ref: 196CS

**£25,245 - £28,353 pa**

**Loughborough**

**Temporary for 2 years**

You will be responsible for supporting the delivery of the successful Leicestershire Active Together programme in its aim to increase adult (16 years plus) participation levels in physical activity.

## Physical Activity Development

### Officer (Special Projects) Ref: 197CS

**£25,245 - £28,353 pa**

**Loughborough**

**Temporary for 2 years**

Working in conjunction with the Active Together project, you will be responsible for developing a core offer of walking, cycling, swimming and dance opportunities for adults (aged 16 years plus) across Leicestershire, with the aim to increase adult participation levels in physical activity.

**Closing date for all posts: 17 July 2009.**

Job details and application forms are available online at [www.leics.gov.uk/jobs](http://www.leics.gov.uk/jobs) If you are unable to access the internet please telephone (0116) 305 8815 and quote the job reference number.



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**VANDYKE UPPER SCHOOL**

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e-mail: [sdowney@vandyke.beds.sch.uk](mailto:sdowney@vandyke.beds.sch.uk)  
Website: [www.vandyke.beds.sch.uk](http://www.vandyke.beds.sch.uk)

**Partnership Development Manager**

Leighton Linslade School Sports Partnership

Salary: NJC Point 41-47 (£34,207 - £38,575) Start Date: 2nd September 2009

We seek an experienced PE Teacher or Sports Development Professional to manage our successful School Sports Partnership. The partnership comprises 27 schools with a team of SSCOs and associated staff. You will lead the partnership development and the school community towards delivery of the "5 Hour Offer".

Vandyke is a thriving school and Sports College, that has recently undergone a major building programme to provide outstanding facilities.

Vandyke is committed to safeguarding and promoting the welfare of young people.

An enhanced CRB check is required for all successful applicants.

Contact Mrs Glendenning, PA to Headteacher, or visit our website for an application form. Closing date: 10th July 2009 Interviews: 16th July 2009

**AMATEUR SWIMMING ASSOCIATION****NEW AND DYNAMIC FULL TIME ROLES**  
(Fixed term contracts – initially for 12 months)**LEAD TEACHERS** (Ref: LT2)

Salary: £22,408 to £24,110 per annum  
(dependent on experience) 2 posts

**TEACHERS** (Ref: T4)

Salary: £18,047 to £19,857 per annum  
(dependent on experience) 4 posts

**ADMINISTRATOR** (Ref: A1)

Salary: £13,957 to £15,076 per annum  
(dependent on experience) 1 post – Home/office based



*You can teach in a leisure centre but can you take the pool to the community?*

*Do you want to help make a real difference to London's sporting legacy?*

London Swimming in partnership with Total Swimming is delivering a pioneering 'mobile pools' programme across the capital and is looking to recruit the most dynamic teachers and an administrator to deliver a once in a lifetime – swimming development programme.

If you have not seen the mobile pools in action then look at some of the press coverage we have managed to get so far with high profile deployments in Lambeth and Brent.

<http://news.bbc.co.uk/1/hi/england/london/7844125.stm>

[http://news.bbc.co.uk/sport1/hi/other\\_sports/swimming/8060493.stm](http://news.bbc.co.uk/sport1/hi/other_sports/swimming/8060493.stm)

The successful Lead Teachers should have level 2 teacher qualifications or equivalent and be an excellent child centred coach. You also need experience of supervising and mentoring teachers effectively and experience of working in diverse communities.

The successful Teachers should have level 2 teacher qualifications or equivalent and be an excellent child centred coach. You also need an understanding of adhering to health and safety standards and experience of working in diverse communities.

The successful Administrator should have excellent administration skills and be proficient in Microsoft Office applications. You also need to have excellent customer service skills with an ability to manage a varied work programme.

To obtain full details of all these fantastic opportunities please go to [www.britishswimming.org](http://www.britishswimming.org)

Alternatively, please contact the employment line on 01509 618703 (24 hours), e-mail [personnelservices@swimming.org](mailto:personnelservices@swimming.org) or write to The Personnel Department, The ASA, 39 Granby Street, Loughborough, Leicestershire. LE11 3DU. (Please remember to quote the reference number).

The ASA is the National Governing Body for Swimming and its associated disciplines in England. The closing date for applications is: 13 July 2009 at 12:00noon with interviews taking place on week commencing: 20 July 2009.

The ASA is committed to being an equal opportunities employer.



**St Albans**  
City & District Council

**Culture & Community Development**

Working for the Council can be very rewarding as most of our services affect the daily lives of local people and benefit the local community. If you share our ambition for excellence in standards of service delivery, then we have two excellent opportunities to make a real difference.

**Community Development Manager**  
Up to £35,629 p.a. inc. + Car Option

In this new role you will find yourself at the forefront of shaping the direction of our highly regarded community development team.

You will also be responsible for facilitating improved services for children and young people, the delivery of an extensive special events programme and developing exciting projects focussed on the 2012 Olympic Games. In addition, you will also be co-ordinating and securing funding from sponsors and other funding organisations.

Educated to degree level in a related area, or with significant equivalent working knowledge of arts, health, play or sport development, you will possess good management and problem solving skills and an awareness to exploit commercial opportunities and make decisions under pressure.

As an excellent communicator, you will have an enthusiastic approach, resilient nature and the drive and determination to making a lasting difference to the community. **Ref LS.029**

**Sports and Leisure Services Officer**  
Up to £26,566 p.a. inc. + Car Option

You will be working in partnership with our leisure contractor and other directly operated services, such as the Maltings Arts Theatre and Tourist & Information Centre, to improve service delivery.

You will also assist with the development and monitoring of the Council's leisure management contract and other directly operated services to ensure performance objectives are achieved and the highest standards of health and safety are maintained at all times. In addition, you will support the delivery of a variety of projects and special events within the district that aim to improve the health and wellbeing of the local community.

Educated to degree level, or with an equivalent background in delivering sport and leisure services, you will have a track record of developing effective partnerships and a determination to deliver a high standard of service. An excellent communicator, you will have good problem solving and analytical skills and possess the ability to make decisions under pressure. **Ref LS.028**

*Our benefits package includes flexitime, staff leisure discounts, pension scheme, annual leave of 26 days p.a., lease car or essential user allowance (£1,095 p.a. + mileage), childcare vouchers, annual train season ticket loan and discount scheme, bicycle loan, employee assistance programme and free life assurance.*

*The Council is keen to promote homeworking and other flexible working practices.*

*Both posts are subject to Job Evaluation and a Criminal Records Bureau check.*

For full details, visit [www.stalbans.gov.uk](http://www.stalbans.gov.uk) or telephone answerphone (01727) 819573 or email [personnel@stalban.gov.uk](mailto:personnel@stalban.gov.uk) stating your details and the relevant post reference number.

Regretfully CVs will not be accepted.

Closing date for applications: 24 July 2009.

Interviews scheduled for week commencing 3 August 2009.

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## TRADITIONALLY

The Youth Support and Development Service are seeking an experienced sports professional to enhance our Youth Sports Development work. The position will involve liaison with youth organisations, teachers, sports clubs, health officers, young people and national and regional bodies. | Your role will be to provide opportunities for sports participation and to develop various sports projects in Kensington and Chelsea. Your responsibilities will include organising events and ensuring projects or sessions are established. The Council's Football Twinning and Sports Apprenticeship programmes are key areas of work for this post. | For this position you will need to hold a degree level sports qualification, FA level two qualification and one other governing body award. You will also need significant experience of youth sports development and the ability to develop effective relationships with young people. This position is exempt from the Rehabilitation of offenders Act 1974 and a Criminal Records Bureau Enhanced Disclosure will be undertaken on the successful applicant before an appointment is confirmed. | **To apply, visit [www.rbkc.gov.uk/jobs](http://www.rbkc.gov.uk/jobs)** Job Ref: FC248.

## PROFESSIONAL



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LEISURE CENTRE**



## GENERAL MANAGER

King Alfred Leisure Centre

M9- £35,953

Maternity Cover

Located on the Seafront the King Alfred Leisure Centre is the largest wet and dry sports centre in Brighton & Hove. The centre includes 3 pools, 2 sports halls, fitness room and indoor bowls centre.

Do you have a degree in a leisure related discipline or equivalent experience at a senior level managing and developing the service of a large public leisure centre? Do you possess good communication, organisational and business planning skills, with strong budget management skills and experience of innovative facility programming and marketing initiatives?

If you do we are seeking an experienced Leisure Centre Manager to lead the operational team of the Centre. In addition, there is the exciting opportunity to be the Client Manager for a £2.25 million project to improve the facility.

**For more information / application details contact- Karen Coomber, Leisure Development Officer, Tel: 01273 292085; Email: [karen.coomber@brighton-hove.gov.uk](mailto:karen.coomber@brighton-hove.gov.uk)**

**Closing date: 28 July 2009**

**Interview Date: 6 August or 7 August 2009.**



**Opportunity with  
East Hampshire  
District Council**



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We aim to improve people's lives. We are seeking a suitably qualified individual that can demonstrate commitment to this and our organisational values of responsibility, fairness and respect.

► **Temporary Community Project Worker (Sport and Play)**  
Fixed Term Contract to cover maternity leave - Ref: CD305M

Salary up to £26,912 p.a

Closing Date: **5pm, Tuesday 21st July 2009**

For more information about this post, and to apply, go to [hampshirejobs.org.uk](http://hampshirejobs.org.uk) or email [jobs@easthants.gov.uk](mailto:jobs@easthants.gov.uk) quoting the appropriate reference number. If you are unable to access the internet, telephone **01730 234260** (24 hour answer phone).

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The Sport Market Forecasts are produced in conjunction with Sport England.

To find out more please visit  
**[www.shu.ac.uk/ad/sportandleisure](http://www.shu.ac.uk/ad/sportandleisure)**

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Susie Shaw  
Phone 0114 225 5919  
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**SPORT  
ENGLAND**



Created in April 2003, we are a non-profit organisation that delivers a diverse range of leisure and cultural services on behalf of Wigan Council. Investing in the future, our growing team manages the area's libraries, art galleries, leisure facilities and visitor attractions such as Haigh Country Park.

## Swimming Instructor

37 hours per week

SCP 21 - £18,882 p.a.

Hindley Pool & Leisure Centre

You will be required to work as one of a team of teacher's delivering efficient and effective swimming lessons in-line with the Active Life Services swimming programme. You will be required to deliver a broad range of lessons such as school sessions, and adult and children's private lessons (delivering NPTS all stages). This will be achieved in-line with Health and Safety, good practice and a commitment to the delivery of a quality service.

You must possess an ASA Level 2 Teachers Certificate and hold a current RLSS Pool Lifeguard qualification. A Water Aerobics Qualification is desirable.

In return for your commitment to providing an excellent service to our customers, we will provide you with a final salary pension scheme, family friendly working practices, generous annual leave entitlement, continuous training and development, opportunities for career advancement and reduced membership to our Profiles Fitness Suites. **Ref No: 0332/SHL042**

*This post is subject to an enhanced disclosure check.*

Part time hours may be available.

You can obtain an application form and further details online at [www.wlct.org/jobs](http://www.wlct.org/jobs) or by telephone on 01942 828514 (24 hour answerphone). Completed application forms can be submitted online or by post to HRD Unit, Wigan Leisure & Culture Trust, Indoor Sports Complex, Loire Drive, Robin Park, Wigan WN5 0UL.

Closing date: 16th July 2009.

Proposed interview date: 23rd July 2009.



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## COMPETITION MANAGERS

Sandbach High School and Sixth Form College, Sports College, Middlewich Road, Sandbach, Cheshire CW11 3NT  
Tel: 01270 765031  
E-mail: [JStreet@Sandhigh.cheshire.sch.uk](mailto:JStreet@Sandhigh.cheshire.sch.uk)



Required from 1st September 2009, or as soon as possible.

## Partnership Development Manager (PDM)

Sandbach School Sport Partnership

Part of the national PE & Sport Strategy for Young People with DCSF & DCMS  
AAAE3020 - Scale 10: £31,217 to £36,612

Fixed term contract until August 2011

On behalf of the School Sport Partnership we are seeking to appoint a committed physical education and sport enthusiast to work as the PDM for the Sandbach School Sport Partnership. Candidates should have substantial experience of working with young people within a school and community environment.

This is an exciting opportunity for a dedicated and motivated professional. The Sandbach School Sport Partnership is a successful and innovative partnership which is in its sixth year. The successful candidate will have a key role in supporting schools and community groups to work towards the five-hour offer for young people.

The PDM will be based at Sandbach High School and Sixth Form College, Sports College and will spend their time managing a partnership of 8 secondary schools and their associated feeder primary schools. The post holder will enhance the existing strong links with key strategic partners including the Local Authority, NGBs, the Senior Competition Manager and Cheshire and Warrington County Sports Partnership.

Applications are sought from experienced managers with a real commitment to developing learning opportunities and participation opportunities for young people across the partnership. The successful candidate will have a sound knowledge of physical education and sport in schools and the wider community; will have excellent leadership and communication skills; will have proven experience of project or programme management; and will lead dynamically, giving the partnership strategic direction and increase the already strong profile.

For an application form please contact:

Mrs J Street, Bursar – [JStreet@Sandhigh.cheshire.sch.uk](mailto:JStreet@Sandhigh.cheshire.sch.uk)

For further information about the post please contact:

Miss A Whalley, Partnership Development Manager – [awhalley@sandhigh.cheshire.sch.uk](mailto:awhalley@sandhigh.cheshire.sch.uk)

Closing date for applications: Friday 13th July 2009

Interviews: Thursday 16th July 2009



## GENERAL MANAGERS

Since 1995 Parkwood Leisure has continued to grow profitably, to the stage where we are running over 75 sites throughout England and Wales. Our established reputation for high quality management and customer focused service provision ensures we continue to be the Market leader in the PFI/PPP market. Our strong track record of increasing usage of leisure centres, through investment in facilities and a flexible approach to community needs ensures that we will continue to grow into the future.

The General Manager is responsible for the contractual and financial performance of their contract and quality customer service. Reporting directly to the Assistant Regional Director, you will be supported by a dedicated team of Operational Staff. This position offers fantastic opportunities to lead within a progressive and expanding environment.

### You need...

To be passionate about exceeding customer expectations, show commitment to developing leisure facilities for the local communities, be knowledgeable about the leisure industry, and have a recognised, appropriate qualification at degree level. You must be able to demonstrate the ambition and drive necessary to make a difference to our organisation and will have ideally held a management position in either the private or public sector leisure industry.

### We will give you...

the ability to further your career, the freedom to make your own decisions, the opportunity to develop and motivate your staff, and take responsibility and recognition for the provision of quality customer service.



Parkwood Leisure is an equal opportunities employer.

### Torbay Leisure Centre, Paignton, Devon

**Salary: £30,000 per annum**

Located close to Torquay, the English Riviera, and working in Partnership with Torbay Council, this busy centres facilities include a 33m swimming pool, multi-purpose sports hall, Expressions fitness gym, beauty/therapy treatment rooms and solarium.

### Eden Contract, Cumbria

**Salary: C£32,000 per annum**

Situated in Cumbria and working in Partnership with Eden District Council, we provide enhanced services to the community. The facilities incorporate Appleby Swimming Pool and Penrith Leisure Centre.



To apply, please send your current CV and a covering letter, detailing your salary expectations to: Sarah Moseley, HR Administrator, Parkwood Leisure, Little Bowbrook, Walton Road, Hartlebury, Worcestershire, DY10 4JA. Alternatively visit our website or E-mail: [recruit@parkwood-leisure.co.uk](mailto:recruit@parkwood-leisure.co.uk).

All positions require a CRB disclosure.

Closing Date: 21st July 2009

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Go to [www.fitnesswales.co.uk](http://www.fitnesswales.co.uk) to download a job description and application form.



**POWER PLATE**

**UK Regional Commercial Sales Manager**

**Salary:** £30K OTE: £60K+ (uncapped).  
**Location:** North Thames region  
**Company:** Power Plate International

Power Plate is the leading brand in Acceleration Training technology. With an extensive portfolio of products including the IFI Stage 2 accredited Pro5 and Pro5 AIRdaptive models, it is the preferred choice for major Health & Fitness chains including Virgin Active, David Lloyd, JJB, Bannatynes and Esporta, LA Fitness and Fitness First Health Clubs and numerous Local Authorities, Trusts and Hotel Groups like De Vere, Marriott, Hilton Hotels and also Universities & Sports Colleges.

Due to its ongoing success and expansion, Power Plate International is looking to add to its established UK Commercial Sales Team with a Regional Commercial Sales Manager for the North Thames region.

The successful candidate will have a Sports Science degree and have preferably gained experience in commercial sales of capital equipment within the UK fitness industry.

Reporting to the UK Director of Commercial Sales, you will be a motivated self-starter, equally adept at working on your own initiative, as you are as part of a wider team.

The successful candidate will be expected to live in their designated territory, and will be a car owner with a full, clean driving licence. Business travel is fully expensed. You will be provided with a laptop, a blackberry and all the tools you need to assist you in your sales efforts, including full product training and Head Office administrative support.

The position available offers candidates an exceptional opportunity to join a globally-recognised brand, in a fast-paced, forward-thinking company.

To apply, please email your CV and a photograph to  
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For more details regarding Power Plate International please visit  
[www.powerplate.com](http://www.powerplate.com)

**CLOSING DATE: END JULY 09**

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## GENERAL MANAGER Land's End Visitor Attraction, Cornwall

Heritage Attractions Ltd, owner and operator of many of the leading UK Landmark Destination Visitor Attractions, seeks to appoint an experienced General Manager for the Land's End Visitor Complex in Cornwall – consisting of a busy visitor attraction, catering/retail operations, hotel and a local village public house.

The ideal candidate, will have a background in hospitality, catering and/or the retail trade and be used to a large multi unit operation.

Leading a team of Heads of Departments from disciplines including Marketing, Finance & Admin, Hotel & Catering, Retail, Attractions, Maintenance and the Licensed Trade – the ideal candidate will need to be a capable team leader, with a proven track record of developing both people and businesses, ideally but not essentially within a seasonal environment.

Salary will reflect the responsibility and seniority of the position and will be c. £35/40k subject to the candidates experience and suitability for this post.

A range of benefits include pension, life insurance and private medical (after a qualifying period) as befits such a senior post.

Closing date for applications – Friday 24th July 2009

For further information on this post please call – 07730 200 824  
Applications should be made in writing by post or by e mail to;

Dudley Westgate, Operations Director  
Heritage Attractions Ltd, Human Resources Department,  
Suite 37, The Colonnades, Albert Dock, Liverpool L3 4AA  
Email [dudley@heritageattractionsgb.co.uk](mailto:dudley@heritageattractionsgb.co.uk)



HOLKER HALL

## HEAD OF VISITOR SERVICES

Holker Hall is one of the best-loved stately homes in Britain. Magnificently situated on the edge of Morecambe Bay, the Hall and Gardens are set in exceptionally beautiful countryside framed by the Lakeland fells.

In recent years there has been a significant investment in the visitor attraction at Holker which has helped the Estate develop a distinctive offer and reputation in the northwest of England.

We are now seeking to recruit a Head of Visitor Services who will lead this part of the business through the next phase of its development. This is a new post that has been created to integrate house opening, retail, events and catering activities.

Working closely with the owners and other senior managers, the position calls for an experienced manager to develop and deliver an ambitious business plan. Sound experience in visitor management, retail and marketing is important together with personal qualities of leadership, business acumen and drive to deliver new ideas.

An attractive remuneration package will be offered.

Please apply in writing and in confidence with full CV to:  
Duncan Peake, Chief Executive, Holker Group, Estate Office,  
Cark in Cartmel, Grange over Sands, Cumbria LA11 7PH  
Or e mail: [sheila@holker.co.uk](mailto:sheila@holker.co.uk)  
Closing date for applications: 14th July 2009

# news & jobs at [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

## Be Relax opens new spa outlet at Heathrow's T5B

French spa company opens second UK airport facility in a bid to cater for both business and leisure travellers

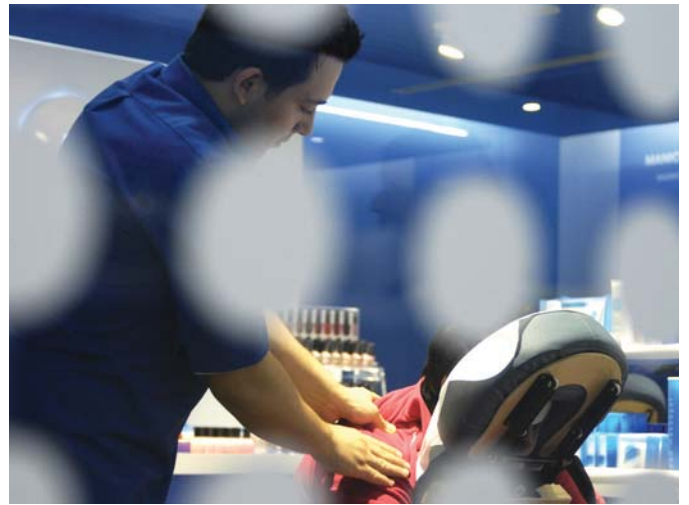
By **Pete Hayman**

French spa company Be Relax, which operates outlets at a number of airports across Europe, has unveiled a new 876sq ft (81.4sq m) relaxation centre at Heathrow Airport.

Located in Terminal 5B, the Be Relax facility includes a private treatment room, nine massage chairs and a nail-bar, offering table and chair massage services and Oxygen Aromatherapy, as well as manicures, pedicures, waxing and skincare treatments.

All treatments at the new relaxation centre have been specifically designed for air passengers, with signature treatments including the Be Up massage, a chair-based massage incorporating acupuncture, the Be Feet leg and foot massage, which uses reflexology, the Anti Jet Lag facial and an Absolut massage.

The Be Relax at Heathrow Airport will be managed by Caroline David, while Les Ateliers Jean Grisoni was responsible for the design and architectural concept.



The Be Relax outlet at Heathrow is the company's second UK site

## Revamped leisure centres reopen in Oxfordshire

By **Tom Walker**

Cherwell District Council (CDC) has reopened two of its leisure centres following the completion of refurbishment work.

The Bicester Leisure Centre received a £4.3m revamp, and now features a new 10-pin bowling alley, a new fitness studio, a young people's gym, a crèche, new changing rooms, a sauna, spa and steamroom and an improved café.



Work is complete at both sites

Kidlington and Gosford Leisure Centre has seen £3.6m invested in a new sports hall, changing rooms, a new

swimming pool roof, a crèche and a function room.

George Reynolds, CDC's portfolio holder for environment, recreation and health, said: "The investment we've made at these centres shows that we believe residents should have the best when it comes to sports and leisure provision."

"Opening these modernised centres is the start of half a dozen major improvements to leisure centres in the district."

## Sweat in the City revealed

Women aged 16 to 24 are only half as active as males of the same age, according to the results of the FIA's Sweat in the City pilot initiative.

The activity scheme monitored attitudes towards fitness during a 12-week exercise programme completed by Londoners who did little-to-no exercise.

## CONTACTS BOOK

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[www.iaapa.org](http://www.iaapa.org)

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[www.ieap.co.uk](http://www.ieap.co.uk)

**Institute of Hospitality**  
+44 (0)20 8661 4900  
[www.instituteofhospitality.org.uk](http://www.instituteofhospitality.org.uk)

**ISPAL** +44 (0)845 603 8734  
[www.ispal.org.uk](http://www.ispal.org.uk)

**LPF** +44 (0)1462 471932  
[www.leisureprop.com](http://www.leisureprop.com)

**LMCA** +44 (0)1278 436910  
[www.lmca.info](http://www.lmca.info)

**MLA** +44 (0)20 7273 1444  
[www.mla.gov.uk](http://www.mla.gov.uk)

**NPFA** +44 (0)20 7833 5360  
[www.playing-fields.com](http://www.playing-fields.com)

**People 1st** +44 (0)870 060 2550  
[www.people1st.co.uk](http://www.people1st.co.uk)

**REPs** +44 (0)20 8686 6464  
[www.exerciseregister.org](http://www.exerciseregister.org)

**SAPCA** +44 (0)24 7641 6316  
[www.sapca.org.uk](http://www.sapca.org.uk)

**Sports Aid** +44 (0)20 7273 1975  
[www.sportsaid.org.uk](http://www.sportsaid.org.uk)

**Sport England** +44 (0)8458 508 508  
[www.sportengland.org](http://www.sportengland.org)

**Springboard** +44 (0)20 7497 8654  
[www.springboarduk.org.uk](http://www.springboarduk.org.uk)

**SkillsActive** +44 (0)20 7632 2000  
[www.skillsactive.com](http://www.skillsactive.com)

**Tourism Management Institute**  
+44 (0)1926 641506  
[www.tmi.org.uk](http://www.tmi.org.uk)

**Tourism Society** +44 (0)20 8661 4636  
[www.tourismsociety.org](http://www.tourismsociety.org)

**VisitBritain** +44 (0)20 8563 3000  
[www.visitbritain.com](http://www.visitbritain.com)

**World Leisure** +1 250 497 6578  
[www.worldleisure.org](http://www.worldleisure.org)