Sports Coach UK takes over REPs

The Register of Exercise Professionals (REPs), has been taken over by Sports Coach UK “in its entirety”.

REPs was founded by SkillsActive, the sector skills council for the active leisure industry, in 2002 as part of an industry-wide initiative to professionalise the fitness industry to enable government collaboration and funding.

REPs grew to become the biggest skills register in the world, and now has around 25,000 members.

Prior to the acquisition, in September 2015, Sports Coach UK and SkillsActive signed a joint venture agreement following months of collaboration.

Sports Coach UK chief executive Mark Gannon revealed that Sports Coach UK had begun working closely with CIMSPA – the Chartered Institute for the Management of Sport and Physical Activity – which launched a rival register, the CIMSPA Directory, in recent weeks.

A spokesperson at CIMSPA confirmed the “early discussions” about “simplifying the landscape for the best needs of the sector”, but Sports Coach UK stressed there were “no plans to merge the REPs register with any other organisation”.

Gannon, who joined Sports Coach UK in May 2016 from British Gymnastics, said: “Our investment into one of the most recognised registers in the fitness industry means we’re able to improve our services for members of REPs.

“This purchase is about widening our horizons within the physical activity landscape.”

Details: http://lei.sr?a=A5V8J_O

YST pledges to help schools improve PE

The Youth Sport Trust (YST) has pledged to work with schools to develop their physical education offer following the publication of a damning report about the health of children in the UK. State of Child Health, the first-of-its-kind study delivered by the Royal College of Paediatrics and Child Health, revealed that more than 20 per cent of first year primary school pupils were overweight or obese.

Furthermore, there has been “minimal improvement in the prevalence of child overweight and obesity over the last decade”. Chris Wright, head of wellbeing at YST, said that “while it is sad to see the statistics there were “things we can do today to make a difference for all young people, including those living in the most deprived communities”.

State of Child Health showed that 40 per cent of children in England’s most deprived areas are overweight or obese, compared to 27 per cent in the most affluent areas.

Details: http://lei.sr?a=BGpN_O
Quarter of people now inactive

Sport England has ushered in a new era of data collection by publishing its first ever *Active Lives Survey* results, which revealed that a quarter of the population is totally inactive.

Replacing the often-maligned *Active People Survey*, *Active Lives* takes into account people’s patterns of behaviour over a 12-month period as opposed to the four week block its predecessor used to measure.

It also counts activities such as cycling for travel, walking for leisure and dance, as well as traditional sports and physical activity.

Headline figures covering the 12-month period from November 2015 revealed that while the majority of the population (60.7 per cent, or 27m) are physically active for 150-plus minutes a week, there were 11.3m (25.6 per cent) who did less than 30 minutes activity per week.

These are the people Sport England has been tasked to reach under requirements laid out in the government's *Sporting Future* strategy.

The quango has earmarked £250m over the next four years to getting the inactive active.

Of Sport England’s sample of 198,911 participants, it was found that the most inactive people in society were long-term unemployed or had never worked at all. More than a third (37 per cent) took part in less than 30 minutes physical activity per week.

Those in managerial and professional occupations were less likely to be inactive (17 per cent). Walking for leisure was the most popular activity (41 per cent) for adults taking part in at least 30 minutes of physical activity, followed by sport (35 per cent).

Details: http://lei.sr?a=T9H3z_O

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Physical activity tool for schools

Children’s activity levels at school can now be monitored after the launch of an online measuring tool in a bid to help tackle obesity.

The Healthy Active Schools System (HASS) has been created by children’s activity provider Fit For Sport and is available to primary schools so they can track, monitor and evaluate fitness levels, and report on them.

The tool can record physical activity and promote pupil wellbeing, track PE and sport premium spend and create reports to show how the money has been used and the impact it has had.

It will also be able to show which pupils and classes are achieving 30 minutes of physical activity each day at school and provide access to resources to help plan safe, structured and fun activities for PE and school activities.

The launch of the free resource comes after the Royal College of Paediatrics and Child Health’s *State of Child Health* report last week, which highlighted that 40 per cent of children in England’s most deprived areas were overweight or obese in the last year, compared to 27 per cent living in more affluent areas.

The college called for each UK Government to develop, co-ordinate, implement and evaluate a child health and wellbeing strategy.

“Empowering schools to track and monitor children’s activity is the first step to understanding the true nature of the childhood inactivity problem,” said ukactive chair Baroness Tanni Grey-Thompson.

Details: http://lei.sr?a=tzfSU_O
Spurs to ‘supercharge’ economy

The local area surrounding the 61,000-capacity stadium being built for Tottenham Hotspur FC will benefit from an extra £430m being spent by fans and visitors per year.

According to executive director Donna Cullen, the Populous-designed venue will bring a much needed economic boost to a London ward that is the “fifth most deprived in the UK”.

During a tour of the construction site, she told Leisure Opportunities that for Premier League football matches, £300m extra would be spent in the surrounding area, with a further £130m being spent by fans for National Football League (NFL) matches. As part of the stadium agreement, at least two NFL matches will be played at the stadium per year, so feasibly that figure could increase.

The stadium will also have an economic impact in terms of employment, with 3,700 new jobs supported, bringing in another £293m to the local economy.

One way to boost the economic impact, said Cullen, would be to host “double-headers” – in which an English Premier League match is played on a Saturday at the stadium, with an NFL game occurring 24 hours later on the Sunday, or vice versa.

She said that while the concept was only being considered at the moment, it would be a powerful way to keep people in the community for a longer period to spend money.

Details: http://lei.sr?a=H5Z3k_O

FA launches £1.5m diversity fund

Grassroots football clubs in England which want to develop more teams for girls and disabled people will be able to bid for a share of a new £1.5m funding pot created by the Football Association (FA).

The funding is part of the FA’s efforts to increase participation among underrepresented groups.

Grants under the Grow the Game scheme are also available for clubs looking to boost the number of teams for males over the age of 14.

Around £1,500 is available for each new team that a club creates. Money can go towards FA coaching courses, FA league affiliation costs, referees’ fees, first aid kits and football kit and equipment.

The scheme is designed to increase diversity at grassroots level and to make football “inclusive of players from different genders, ethnic backgrounds, faiths, ages, sexual orientations and those with disabilities”.

According to the Football Foundation – which is delivering the project – applications from these groups are “being encouraged”. The application window opened on 1 February and closes on 29 March.

Recently appointed England coach Gareth Southgate said the grants were ‘‘absolutely vital’ for creating of new teams.

“Absolutely vital” to create new teams.

“The money can help with the fundamentals of any burgeoning club, like buying new kit or training up coaches,” he added.

“It’s relatively small grants like these that make a huge difference to those who play or volunteer in our national game.”

Details: http://lei.sr?a=v5M5Y_O

Ireland’s National Indoor Arena opens to the public

National sporting infrastructure in Ireland has received a major boost with the delivery of the €41m (£35m) National Indoor Arena in Dublin, which opened on 26 January.

Located within the wider National Sports Campus, the new 44,500sqm (479,000sq ft) facility can accommodate 1,900 spectators and host 20 multi-disciplinary sports.

It includes an internationally certified running track and training hub for athletics, a gymnastics centre, a 12-court sports hall and 3G synthetic pitches for football and rugby training, backed up with elite conditioning, sports science and education facilities. Details: http://lei.sr?a=Q6vzn_O

Ryding became the first Briton in 35 years to achieve second place in the race

The chief executive of British Ski & Snowboard has hailed Dave Ryding’s historic second place finish at the World Cup Slalom 2017, and claimed that the media spotlight generated by the achievement can aid the progress of the sport.

Ryding achieved Great Britain’s best result for more than 35 years, matching Konrad Bartelski’s second place finish in 1981, and Dave Edwards said the positive publicity could lead to more funding, and increase the chances of winning at major events as a consequence.

He told Leisure Opportunities that while the governing body was “hoping to convince” UK Sport that it was worth more investment, funding could come from elsewhere as a result of heightened awareness.

Edwards said there was a strategy in place to find more commercial revenue to complement the partnership British Ski & Snowboard has with current main sponsor Delancey. There was also a facility in place for members of the public to donate to the organisation, if they booked ski holidays or purchased ski equipment from a selection of commercial partners. Details: http://lei.sr?a=Q5r3b_O

Details: http://lei.sr?a=Q6v2d_O
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DLL site to become Harbour Club

David Lloyd Kensington is undergoing a £5.5m makeover and will become London’s third Harbour Club, joining both Chelsea and Notting Hill.

The redeveloped club will be spread over five floors at Point West, offering fitness, personal coaching and spa facilities. It is due to reopen in June.

The club will include a SYNRGY360, HIIT studio, hi-impact studio, mind and body space, sports performance zone and personal training pods, pilates studio, indoor pool and dedicated children’s pool, as well as spa facilities with two saunas, a steamroom and heated relaxation beds. It will also feature a PRAMA interactive exercise studio, which focuses on group and family fitness in an arcade environment. The club will be the first place in London to offer this.

Communal areas will include a restaurant and bar with full table service and a dedicated adult lounge with a business hub. The club will also include a children’s activity room and crèche.

Rob Sambles, David Lloyd Leisure general manager, said: “Harbour Club is one of the UK’s most exclusive collection of health clubs, and we are thrilled that Kensington will be joining Chelsea and Notting Hill in this prestigious group of West London clubs. This is a significant investment which will completely transform the club’s facilities throughout.

“When the club reopens later this year, we believe that our members will be blown away by the new facilities.

“New state of art equipment and superb facilities will result in the club being able to provide an unrivalled health and fitness experience for members.”

Details: http://lei.sr?a=E9v7R_O

Virgin launches new fitness arm

Virgin Group has increased its reach in the fitness sector with the launch of new division Virgin Sport, created to get more people active and make sport accessible to all.

Four sporting festivals will be held in the UK and US this year: Hackney on 30 April; Westminster on 9 July; San Francisco, California on 14-15 October; and Oxford, also in October. The events will be customised based on each host borough’s characteristics and will include a distance run, short runs and group fitness training.

Virgin Sport Hackney will include a Hackney Half (a 13.1 mile run through Hackney), a Chase your Mate 5.5k run, and a free fitness and yoga bootcamp on Hackney Marshes. In Hackney, Virgin Sport is partnering the Youth Sport Trust to get more youngsters in the area playing sports.

Virgin Sport is led by chief executive Mary Wittenberg, who is former president and chief executive of New York Road Runners and race director for the New York City Marathon.

Sir Richard Branson, Virgin Group founder, said: “Sport is something that I try to make time for every day. Pushing past physical and mental expectations has been an important part of my life. “Some of my favourite memories have been spent running, cycling and being active with family and friends. Festivals of sport embody our work hard play hard lifestyle at Virgin, and I can’t wait to line up with everyone in Hackney and San Francisco.”

Details: http://lei.sr?a=Q8R2u_O

Sir Richard Branson will be taking part at the festivals

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Barry’s Bootcamp to open west London studio

Boutique fitness brand Barry’s Bootcamp will be opening a third London studio this year. Barry’s West, on Queensway, will accommodate classes of up to 53 customers.

The facility will include Woodway 4Front treadmills, trademark red lighting, a nightclub-grade sound system and changing rooms. Alongside digital lockers and a complimentary towel service, the studio will also boast Barry’s Fuel Bar, which will serve post-workout protein shakes.

*Originating in Los Angeles,* Barry’s Bootcamp offers clients hour-long cardiovascular and strength workouts that work to “shock” the body.

Details: http://lei.sr?a=M3b9m_O

YourZone45 heads to Yorkshire for fifth studio

Fitness studio franchise YourZone45 is planning to open a new site in West Yorkshire – its fifth – later this quarter.

The business, which has partnered with wearable technology firm MyZone for its UK expansion, has four studios in Braintree, Chelmsford and Colchester, all in Essex, and Colliers Wood in southwest London.

Each franchise is 2,000-3,000sq ft (186-279sq m), with a target of 300 members per studio. Developed by personal trainer Chris Elms, YourZone45 offers 45-minute interval training workouts designed to make members fitter, stronger and faster.

Each workout is delivered by a fitness coach and guided by a heart rate system, with members’ heart rate percentages displayed on screens. The goal is for members to achieve 84-100 per cent of their maximum heart rate for at least 12 to 20 minutes so they continue to burn calories for up to 36 hours after their workout.

MyZone is included in the cost of membership with around 95 per cent of members using the technology. MyZone works with 3,500 facilities across 32 countries.

Details: http://lei.sr?a=b7x6r_O

JD Gyms expands with two clubs

JD Gyms is expanding its portfolio from eight to ten sites with new facilities in Birmingham, West Midlands, and Batley, West Yorkshire.

The Birmingham gym will be a 26,000sq ft (2,415sq m) three-floor facility at the Alcora Building on Newtown Middleway. JD Gyms, part of JD Sports Fashion group, has planning permission to open a gym at the office complex and will invest £2m in the project.

Featuring more than 200 pieces of cardio, strength and functional fitness equipment, the gym will also have male and female saunas, a ladies-only gym, and a free weights zone. A large studio and spin studio will host more than 300 classes a month.

The fitness centre, which will create more than 15 jobs, is due to open in March.

JD Gyms Birmingham’s manager, Dhiren Varand, said: “We will be offering exceptional fitness facilities, an unrivalled class timetable, luxury surroundings and saunas in a convenient location on a highly affordable basis. Our no contract ethos combined with free parking will be a real plus for commuters and local residents alike.”

JD Gyms is also spending £2m on its Batley facility, which is due to open later in the year in the town’s Frontier Building. The 25,000sq ft (2,323sq m) venue will have cardio, strength and functional fitness equipment, and boast saunas, sprint and prowler tracks.

Details: http://lei.sr?a=fs8k_O

Physical activity for ‘all school lessons’

Primary school teachers in seven Leicestershire schools are being trained to incorporate physical activity into daily lessons.

The programme has been put together by Loughborough University and the Youth Sport Trust to encourage young people to be more physically active, and to fight the childhood obesity epidemic engulfing the UK.

Alongside institutions such as the University of Leicester, Nottingham University and Victoria University (Australia), the bodies are working to train Year 5 teachers in the schools on the CLASS PAL (physical active learning) systems they have developed.

The CLASS PAL system includes a training workshop delivered by the Youth Sport Trust, with supporting online information and resources to help teachers introduce active learning into their classrooms.

Alison Sturla, development manager at the Youth Sport Trust, said the project was designed to “help teachers understand that lessons can be a place where young people can be physically active. We are taking the principles from PE and applying them to create an active learning environment in the rest of the school,” she added.

“By incorporating simple movements into daily lesson routines, pupils have an improved daily lesson routines, pupils have an improved learning experience, will move more, sit less and have the opportunity to develop healthy minds and bodies for the future.”

Details: http://lei.sr?a=x6q2Y_O

Assistant manager Fitz Arkey (left) and general manager Dhiren Varand outside the soon-to-open JD Gyms club in Birmingham
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L’Occitane establishes its first UK spa

Offering guests a sensory spa experience inspired by Provence, The Garden Spa at The Bath Priory, the UK’s first L’Occitane Spa, is now open.

Featuring exclusive treatments and bespoke therapies created in partnership with the luxury Provencal brand, the spa features four treatment suites including one dual room, each themed to reflect key L’Occitane ingredients such as verbena and lavender drawn from the L’Occitane grand herbarium.

Other highlights include a relaxation room with double doors leading onto the award-winning gardens, a nail bar offering treatments in peaceful surroundings, an indoor pool, elliptical steam pod and dedicated L’Occitane retail space.

The spa offers a full range of advanced body treatments, expert facials and body massage using L’Occitane products.

The signature treatment is the Verbena Relaxing Massage using Swedish effleurage, Chinese accupressure and and Balinese massage techniques. Each experience starts with a ‘Welcome Ritual’ foot treatment and herbal teas inspired by Provencal traditions.

There are also treatments designed for men and expectant mothers.

“We at The Bath Priory, are very proud to open the first L’Occitane Spa in the UK and have been delighted with the positive response to the new Spa from our first guests,” said spa manager Jodie Still.

Details: http://lei.sr?a=D8z2A

Warwickshire spa to open in April

The first spa to open in Warwickshire for more than a decade, Elan Spa at Mallory Court Hotel, will be established in April.

Located just outside Leamington Spa and sitting in 10 acres of grounds surrounded by sheltered woodland, the luxury, state-of-the-art spa will have a separate entrance to the main hotel and employ the latest energy efficient techniques. It was created by Alistair Johnson at Spa Creators, who have more than 20 years experience in spa design and consultancy.

“During the design of the prestigious Elan Spa at Mallory Court, the flagship spa within the Eden Hotel Collection, we worked closely with the architects to create an environment with a luxury private members’ club feel,” said Johnson.

“Attention to detail was key to achieving this and the design concept incorporates flourishes including laser-cut stonework and a spa terrace with a vitality pool, log burning fire and glass-fronted sauna overlooking the grounds.”

Elan Spa will feature an outdoor vitality pool with countryside views, glazed outdoor sauna, rhassoul mud room, seven treatment rooms, 10m indoor hydro swimming pool with black mosaic tiling, thermal retreat, sauna, steam room and fitness suite.

In addition to the main hotel accommodation there are 12 spa bedrooms and spa dining will also be available. Spa rituals, body treatments and facials are inspired by nature and designed to rebalance mind and body. Product partners are ESPA, Orly and Ila.

Details: http://lei.sr?a=W8B9m_O
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Nobu’s London hotel designs unveiled

Nobu Hospitality has revealed new design information about its hotly-anticipated Shoreditch property, which is scheduled to open in London shortly.

Nobu Hotel Shoreditch, located on Willow Street, will be the first European hotel for the food and hospitality company – which was formed by chef Nobu Matsuhisa, film producer Meir Teper and Hollywood legend Robert De Niro.

The 150-room hotel has been designed by Ben Adams Architects, Studio PCH and interior designers Studio Mica, who developed an original vision conceived by Ron Arad Architects. The building features a Nobu restaurant, a cocktail lounge, banqueting and meeting rooms and a fitness centre. The design concept extends Nobu’s “east-meets-west” philosophy.

London boutique hotel developer Meir Abutbul is overseeing the project. Reflecting on the design choices, he said: “For an area conceived through, and shaped by, contemporary culture and creativity, our architectural design is the obvious gesture. The demonstration of beauty, drama and instinctive elegance has found a perfect home.”

Nobu’s portfolio includes properties in Las Vegas, Manila and Florida. Explaining its expansion plans, CEO Trevor Horwell said: “Our business algorithm for hotel owners is our tactical and competitive advantage, focusing our effort on maximising return per square foot.

“We are, as such, continuing to expand our global hotel footprint with a robust development pipeline working with the best strategic partners.”

Details: http://lei.sr?a=c6Q4k_O

Soho House hotel and spa for London


The Grade I listed property will include 252 bedrooms, nine restaurants, a member’s club and extensive health and leisure facilities, with many of the building’s original features from the 1920s and 1930s having been retained.

It is being designed by Alice Lund and run by Soho House – which operates private members’ clubs for those in film, media and creative industries – in partnership with US-based Sydell Group, which manages “unique hotels rooted in their location and architecture.”

The spa and grooming areas are open to the public and include three brand offerings: the subterranean Cowshed spa, which offers a range of treatments, including tailor-made massages, body wraps, manicures and pedicures and facials. There is also a Cheeky nail bar with 10 stations; and a Neville barbershop. Spa director is Shelley Hepburn, previously at the Bulgari. For members and hotel guests, Ned’s Club Upstairs has views across London, a 20m (65ft) rooftop pool with terrace, an underground indoor swimming pool, sauna, steam room and hammam built with pink limestone from Devon.

Ned’s Club Active features a state-of-the-art gym with marble changing rooms and studios for pilates, yoga and spinning.

Details: http://lei.sr?a=A7z6r_O

HOTELS

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ATTRACTIONS

Forbidden Forest coming to Harry Potter studio tour

The Warner Brothers Studio Tour London – The Making of Harry Potter, has announced plans to expand its tour on the fifth anniversary of the popular attraction's launch – with the permanent addition of the wizarding world's Forbidden Forest.

Debuting on 31 March, the Forbidden Forest – which in the series is home to a number of magical creatures – is being opened up to the public with a number of never-before-seen movie props to go on display in the new area.

Among the new objects on show, one of the original costumes of Hagrid will be shown, as will a full-sized model of Buckbeak the Hippogriff and Aragog – a giant spider with a leg span of 18ft (5.5m).

Details: [http://lei.sr?a=2Z2z3_O](http://lei.sr?a=2Z2z3_O)

Tourism shift driving theme park market

A report looking at the future of the global amusement park market has predicted annual growth of more than 10 per cent through to 2021, driven by a shift in consumer preference from relaxing holidays to adventure sports and tourism.

Covering the market landscape and its growth prospects over the coming years, the Global Amusement Park Market 2017-2021 report forecast compound annual growth rate (CAGR) of 10.16 per cent during the period 2017-2021.

According to the report by Research and Markets, with tourism revenues increasing, governments of many countries are coming to the realisation that theme parks play an important role in attracting tourists, with Dubai's theme park boom evidence of this emerging trend.

The report also states that there is a shift in preference occurring, with individuals wanting relaxing holidays now turning instead to adventure sports and tourism.

Details: [http://lei.sr?a=7c6C4_O](http://lei.sr?a=7c6C4_O)

£5m HLF grant for heritage sites

Historic buildings in Northern Ireland will be restored and Kent's natural heritage will be secured after two projects won grants of more than £5m from the Heritage Lottery Fund (HLF).

With architectural heritage dating back to the 17th century, the Northern Irish town of Lurgan will receive £2m in support of initial proposals from Armagh City, Banbridge and Craigavon Borough Council to restore and revitalise buildings within the town's conservation area.

Today, many of the historic buildings in Lurgan have fallen into disrepair and are underused or vacant. The five-year heritage plan – dubbed the Lurgan Townscape Heritage project – will repair and conserve these buildings, bringing them back into use, breathing new life into the town centre and acting as a driver to attract additional investment.

Alongside restoration works, a programme of events and activities is lined up, including town tours, storytelling sessions, a Blue Plaque scheme and traditional skills workshops.

Details: [http://lei.sr?a=5j3K_O](http://lei.sr?a=5j3K_O)

£15m Rhyl waterpark gets go-ahead

Plans for a £15m indoor waterpark in Rhyl, Wales, have been given the go-ahead by local councillors.

The 1,200sq m (13,000sq ft) waterpark will also include a water space with beach-style entry and two interactive play areas, as well as a dedicated area for young children. Slides will include a free-fall, family tube ride and four-lane multi slide.

The park, which will be open year-round, will offer outdoor options for the summer months, with a sun deck, seating terrace, beach changing huts, a bar and terrace, as well as outdoor splash pads.

According to the project developers, the waterpark will attract an extra 350,000 visitors to Rhyl each year, generating more than £1.7m for the local economy.

The project will be funded by DCC with additional £2m from Rhyl Town Council and £800,000 from the Welsh government.

Details: [http://lei.sr?a=m8N7e_O](http://lei.sr?a=m8N7e_O)

The Fifth Continent will restore and protect habitats on the Kent coast

“These plans will regenerate the historic streetscape and celebrate the rich cultural heritage of Lurgan,” said Paul Mullan, head of HLF Northern Ireland.

“The heart of the town will be transformed and reimagined as a vibrant space for people to use, visit and enjoy.”

In Kent, a total of £3.65m will be invested in three nature-based heritage attraction projects across the county – Guardians of the Deep, The Fifth Continent and the Old Chalk New Downs Project.

Details: [http://lei.sr?a=s3j3K_O](http://lei.sr?a=s3j3K_O)
TOURISM

Record numbers for regional tourism

New statistics from VisitBritain show that in the first nine months of 2016, a record number of tourists visited locations outside of London, with 12.2 million people visiting the regions around Britain.

A 4 per cent increase year-on-year in terms of visitors, spend by international visitors also rose by 2 per cent to £5.9bn.

For English regions outside of London, 4.9 million people visited from overseas, up 3 per cent on 2015’s figures.

The top two markets for visits to the English regions from January to September, outside of London, were Germany and France. Looking at longer haul markets, visits from the US to the regions were up 5 per cent to 903,000 and Canada up 15 per cent.

In Wales, inbound visits increased 12 per cent, with 866,000 overseas visitors spending a record £367m – a 9 per cent increase.

For Scotland, overseas visitors spent £1.6bn during the period – a rise of 12 per cent. Visits also grew 4 per cent to 2.2 million.

VisitBritain’s latest inbound tourism forecast predicts further growth in 2017 with 38.1 million visits, up 4 per cent on 2016 which is likely to see about 36.7 million visits by year end overall.

“This country has so much to offer tourists from both home and abroad and we want to make it even easier for visitors to experience our world-class sights and attractions,” said tourism minister, Tracey Crouch.

Details: http://lei.sr?a=G8A3F_O

New chairs for tourism agencies

Former Virgin Atlantic CEO Steve Ridgway and Shearings Leisure Group CEO Denis Wormwell have been placed at the head of Britain’s tourism bodies, with Ridgway being named new VisitBritain and VisitEngland chair and Wormwell new chair of the VisitEngland Advisory Board.

Ridgway, who spent more than 23 years at Virgin Atlantic in a variety of roles, spent 14 years at the company as its chief executive.

Since leaving Virgin, Ridgway has pursued personal interests, which include the St Moritz Hotel in Cornwall, which he owns with his brother. He has also taken up advisory board roles with Global Infrastructure Partners and Aim Altitude and is acting chair of Baltic Ferry operator Scandlines. He has been an independent board member of VisitBritain since 2013.

Wormwell, a member of the VisitEngland board since 2009, held his position at Shearings for 10 years until his resignation in December. During his time there, he led a management buyout of the business, and under his stewardship, the business has grown to carry more than 1.1 million customers a year.

Prior to that, Wormwell spent three years as a director of Thomas Cook Tour Operations, before joining National Express Group where he held the role of CEO for six years. He left the business in 2007.

The new chairs will take up their roles on 1 April 2017 for a term of three years.

Details: http://lei.sr?a=W8S7W_O

Brexit to have significant impact on Irish tourism

Britain’s decision to leave the European Union is going to have a significant impact on Irish tourism, according to new research from the Emerald Isle’s tourism body.

The research, carried out by RedC on behalf of Tourism Ireland, looked at the impact of Brexit on tourism to Ireland in 2017 and beyond, with the results suggesting that Britons travelling overseas for a holiday will spend significantly less.

According to the research, 50 per cent of the 2,000 people surveyed said they would spend less on holiday, with 37 per cent reducing their holiday budget. As a result of this, 26 per cent will change their accommodation type, while 25 per cent will reduce the length of their stay.

Details: http://lei.sr?a=g9S8d_O

Value of global tourism market to reach £9,140bn

New research suggests that the global tourism market is worth more than £6,090bn, with the market expected to surge in value to £9,140bn by 2025.

A report by market research and consulting company Research Nester, said that forecasted year-on-year growth in the tourism market was 3.9 per cent, meaning that by 2025 tourism will account for 10.6 per cent of total global GDP.

In-line with this, total investment for the global travel and tourism sector is anticipated to surge from £654bn in 2014 at a year-on-year growth rate of 4.7 per cent to reach £1,072bn in 2025.

Europe’s tourism industry has the lion’s share of the market, accounting for 51 per cent in 2015. The industry is spiked by the increase in tourist numbers for France, Spain, Italy, Germany and the UK, with UK tourism accounting for £114bn.

North America is also strong, with its travel and tourism industry accounting for £133bn in 2015.

Details: http://lei.sr?a=k2y5M_O

The value of UK tourism is estimated at £114bn

Tourists have been venturing outside of London in record numbers
**PROPERTY**

**Museum of London given £180m ‘moving fund’**

The Museum of London has secured £180m towards its £250m target to finance a move to the iconic Smithfield Market.

The City of London Corporation will contribute £100m to the scheme, with London mayor Sadiq Khan pledging a further £70m – the largest cultural investment made by any mayor.

The museum announced plans to relocate in March 2015, with management citing a number of problems at its current site including poor accessibility, an ageing building and a poor location.

Stanton Williams and Asif Khan triumphed over a number of architectural heavyweights in July last year, winning a competition with more than 70 entries to design the museum’s new home.

**Big names target Edinburgh project**

Adjaye Associates, David Chipperfield, Richard Murphy, Allies & Morrison, Barozzi Veiga and KPMB have been announced as the architects who will compete to design a multi-purpose concert hall and arts centre for Edinburgh.

The high-profile shortlist has been announced by IMPACT Scotland, the charitable trust overseeing the major cultural project in the city’s St Andrew Square.

In total, 69 international firms expressed interest in the project after it was announced in December last year. The concert hall has been proposed by the Scottish Chamber Orchestra (SCO) as its new permanent home. The centrepiece will be a 1,000 seat auditorium, as well as a studio providing rehearsal, recital and recording space “to rival the best in Europe.”

In addition to chamber music, the venue would also host jazz, folk, rock, pop, electronica and classical performances, as well as solo and song recitals and small dance ensembles.

The complex will be located and designed to complement, rather than compete with, the city-owned and operated Usher Hall musical complex, in order to provide Edinburgh with additional possibilities for cultural expansion.

“Tam an extremely strong shortlist to choose from,” said Sir Ewan Brown, chair of IMPACT Scotland’s judging panel.

“The submissions we received show that this project will transform the resource available to Edinburgh’s Festivals.”

**Calatrava’s £1bn London landmark**

Spanish architect and engineer Santiago Calatrava has unveiled his £1bn landmark for London’s Greenwich Peninsula – which will have a Cathedral-like winter garden at its heart.

Peninsula Place is Calatrava’s first major scheme in London. As an architect famed for his monumental, city-shaping structures, the sheer scale of the huge building – 1.4 million sq ft – is no surprise.

Calatrava will transform North Greenwich Underground station into a new leisure hub for Greenwich Peninsula – the 150 acre scheme overseen by developers Knight Dragon – and the capital at large.

As well as a revamped Tube and bus station, the project also includes a theatre, cinema, bars, shops and a wellbeing hub. Three towers will house offices, apartments and hotels and a bridge – the mast cables of which form a sundial sitting on the prime meridian line – will connect the site to the River Thames.

The heart of the project, though, is the 24m-tall glazed winter garden, which is the scene that will greet those ascending from the Tube. A 152m-long galleria of columns will form an “urban forest” supporting a movable glass cupola, which unfolds to let in the air and the weather. Above, the three towers step back to reveal a series of green terraces.

“It’s an honour to be designing such a piece of the fabric of London, a city I love,” said Calatrava.

In designing this scheme, I have been inspired by London’s rich architectural heritage and the very special geography of the Peninsula.”

**Holocaust museum designs displayed to the public**

Shortlisted designs for a £40m national Holocaust memorial and learning centre in London have gone on public display, revealing how the 10 competing teams have tackled the brief for an emotionally powerful and sensitively designed monument.

The international design competition was launched by the UK Holocaust Memorial Foundation in September 2016. Ninety-two teams entered, and this was narrowed down to a final ten two months later – including a number of world-renowned architects and artists.

Their designs and video presentations are now on display across the UK and online.

The jury is asking for public feedback on the different schemes, and will also collaborate with individuals working in the field of Holocaust remembrance.

The completed memorial will stand in the shadow of the Houses of Parliament in Victoria Tower Gardens, providing a focal point for national commemorations.

**Calatrava unveiled a typically large-scale project for the capital**

Details: http://lei.sr?a=S2A7C_O

**Arad Architects is one of the designs displayed**

Details: http://lei.sr?a=R4W8J_O

**The joint proposal of Adjaye Associates and Ron Arad Architects is one of the designs displayed**

Details: http://lei.sr?a=U2C8n_O

**Read Leisure Opportunities online: www.leisureopportunities.co.uk/digital**

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PROPERTY & TENDERS

SURREY HEATH BOROUGH COUNCIL

INVITATION TO QUOTE

SPECIALIST CONSULTANCY ADVICE

LEISURE FACILITIES

Quotes are invited from professional consultancy services that will advise on the future provision of a new leisure facility for Surrey Heath.

Investigatory works have identified potential options including:

- Build a new facility on the London Road Site
- Undertake a major refurbishment and modernisation of the existing facilities
- Supporting ancillary development

The services required will be across two key stages and will involve the development of a procurement strategy and business case together with associated documents for the resulting procurement process.

The appointed consultant will be required to demonstrate Local Authority leisure experience, specifically in options appraisals, capital costs and refurbishment cost analysis, operations, business planning, and feasibility studies. They will also be able to demonstrate an understanding of the local needs of the Council, procurement strategies and experience in conducting leisure procurement.

To request the quote information and instructions paperwork please register your interest by emailing business.services@surreyheath.gov.uk

Should you wish to have an informal conversation you are welcome to contact either

Daniel Harrison
Executive Head of Business on 01276 707171 or Daniel.Harrison@surreyheath.gov.uk

Sue McCubbin
Recreation & Business Manager on 01276 707369 or Sue.McCubbin@surreyheath.gov.uk

CLOSING DATE FOR QUOTE SUBMISSIONS IS MONDAY 13th FEBRUARY 2017 – 12 NOON

THE ROSLISTON FORESTRY CENTRE EXECUTIVE IS SEEKING A NEW MANAGEMENT / DEVELOPMENT PARTNER

A popular tourist attraction in South Derbyshire is looking for a new partner(s) to take the centre onto its next stage of development. The site forms part of The National Forest and is co-owned by the Forestry Commission and South Derbyshire District Council as part of a successful 20-year strategic partnership.

A Soft Market Testing event is being held on Thursday, March 2, 2017 at Rosliston Forestry Centre.

To request further information and to attend the event please register at http://lei.sr?a=P8F3g

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- A 10% discount on property advertising in Leisure Opportunities magazine
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FOR MORE INFORMATION CONTACT:

Michael Emmerson, LPF Administration
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ukactive launches Future Leaders

Up-and-coming professionals in the physical activity industry will have the chance to further their careers with a week-long leadership programme, courtesy of ukactive.

Companies in the sector are being encouraged to put forward high-achieving employees for the organisation's Future Leaders 2017.

The second edition of the programme will see successful candidates flown out to Barcelona to take the course at the esteemed IESE Business School in 2017.

However, Future Leaders 2017 consists of more than just a week-long course. Participants will be required to produce a 100-day plan to put lessons learnt into practice in their workplace.

This year’s programme is also set to include the Matrix LeadAbility Scholarship Programme, which is designed to fast track disabled people into senior leadership positions in the physical activity sector.

Last year (2016), more than 30 young professionals took part in the inaugural Future Leaders programme.

Regional director of GLL Gareth Kirk, who took part in 2016’s course, said: “The experience has helped me to refocus on leadership and the longer-term benefits of applying a leadership approach, rather than just a functional management focus.”

Another alumnus Sarah Edmonds, Active IQ’s director of quality and standards, added: “Future Leaders showed us that whether you’re an operator or supplier, marketeer or educator, we are bound by two things: a passion for this industry and a responsibility to lead it to success in the future.

“Future Leaders helped us fall in love with the future and embrace the responsibility we have.”

Details: http://lei.sr?a=4a8v3_O

More than 30 individuals took part in Future Leaders 2016

FA partners with United Nations

British youngsters with ambitions to forge a successful career in football development will be eligible to apply for a United Nations (UN) leadership programme after the body formalised its relationship with the Football Association (FA).

The organisations have “worked closely” since 2014, with the FA sending delegations to South Korea, Germany, Japan and the US to share expertise in youth development.

Now the pair have signed an agreement that will give 18-25 year-old youth leaders the chance to participate in the Youth Leadership Programme with like-minded individuals from other nations.

During the scheme, participants will attend “intensive camps” where they will receive training from “leading organisations” about best practices for sport for development and peace.

Wilfred Lemke, UN secretary general on sport development and peace, said: “The FA’s strengths align with our Youth Leadership Programme in the development of young people, where sport is used to empower, educate and promote development and peace.”

In addition to the programme, the FA will send national manager for youth leadership Karl Lines to Japan in March 2017 to take part in an expert exchange with the UN and Japan.

Jane Bateman, FA head of international relations, added: “By formalising this work together we can continue to create unique development opportunities for our young leaders while opening up new dialogue and knowledge exchange as part of our commitment to innovation and developing opportunities for all.”

Details: http://lei.sr?a=Y2V6w_O

More than 30 individuals took part in Future Leaders 2016

British 18-25 year-olds will be encouraged to take part

Right skills are crucial for a successful sector

In 2016 we created the CIMSPA Exercise and Fitness Directory to celebrate exercise and fitness professionals who are recognised by the sector’s single chartered professional body. The directory continues to grow and has already been adopted by key employer partners including Fusion Lifestyle, Places for People Leisure, Everyone Active, lLife, GLL and Nuffield Health, as well as 50 plus single site trusts to Pure Gym and universities.

Meanwhile, the Register of Exercise Professionals (REPs) has a new owner. Sports Coach UK announced last week that it had acquired the public register, which provides regulation for the fitness instructors, in its entirety (see cover story).

I’m delighted to say that CIMSPA is already in discussions with Sports Coach UK to simplify the workforce landscape for all fitness and physical activity professionals. Our aim is to remove any confusion in the sector that may exist among both employers and employees about multiple registers for sport and physical activity professionals. Both CIMSPA and Sports Coach UK are committed to working together to find a solution that works for everyone.

The sport, fitness and physical activity landscape is changing and the professionals delivering frontline services are key to tackling inactivity and getting more people more active. It is therefore vital that they are equipped with the right skills to meet the challenges of this new landscape as well as the needs of the government’s Sporting Future strategy.

The government recognises the sector as a valid solution to the inactivity epidemic and has expressly tasked CIMSPA to transform our workforce so that we can meet the changing expectations of customers and stakeholders. Only by upskilling our workforce can help to solve these issues. It is encouraging therefore that the new owners of the REPs are as committed to clarifying the landscape for all fitness professionals as we are.
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To support its continued growth strategy, the Gym Group is seeking to appoint a Regional Facilities Manager to take ownership of the management and delivery of all property maintenance across its estate in the London region.

The Gym Group has over 1,400,000 sq ft of Gym space across over 90 locations, serving some 450,000 members. There are plans to open between 15 - 20 sites per year over the next few years, and over £50m of funding has been secured to aid the continued growth of this ambitious and exciting company.

The 13th fastest growing company in the Sunday Times Fast Track 100 and a top 15 Sunday Times Best Companies to Work For – the Gym Group increased revenues by 22.6% last year - a result of opening more Gyms, of delivering high quality facilities and a model that is fit for purpose for today's economic climate.

Likely to be home-based or at a Gym local to home, this new role has been created to ensure high levels of service continue to be delivered to the operations in the region as the estate continues to grow and mature.

THE ROLE
- Ensure the region’s property portfolio is maintained and developed to meet the needs of the business as the region expands.
- Deliver the planned maintenance schedule for the Gym’s in the region and ensure all Gym’s in the region are attended every six weeks.
- Deliver levels of service to maximise customer satisfaction and minimise member complaints and other adverse feedback.
- Manage outsourced facilities management provider ensuring performance and service levels are monitored and improved where appropriate.
- Ensure that all works comply with relevant statutory requirements.
- Ensure that all legal requirements are met and that The Gym maintains a robust system of statutory compliance in relation to principle areas of responsibility.

THE CANDIDATE
- Significant experience of facilities management within a large organisation.
- Experienced in managing an outsourced facilities services provider across a multi-site estate.
- Experienced in operational facilities and property management experience together with the ability to work in a collaborative environment.
- Understanding and knowledge of industry trends and direction.
- Excellent customer service and people skills and ability to communicate effectively in written format and oral presentations.
- Demonstrable track record of collaborating with other business areas to meet company goals and standards.
- Strong knowledge of property management, building maintenance, leases and construction terms and practices.
- Proven record of effecting strategic change and initiatives.
- Preferably BIFM or equivalent qualified.

For a confidential discussion and to find out more about this exciting opportunity, please call our retained advisor Michael Emmerson on 07796 066158 or please apply in confidence by submitting your CV via our recruitment website:
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As an Assistant Manager, you are likeable, friendly but authoritative with great attention to detail. You’ll utilise your venue management experience to maintain strong working relationships with staff/visitors, while increasing revenue and improving services.

If your focus is on Product Delivery and Development, you’ll be passionate about sport with loads of ideas on how to maintain/improve visitor experiences. You will maximise income with exciting rafting and kayaking programmes delivered from a clean, safe and buzzing visitor destination.

As a Commercial Operations and Customer Experience specialist, your priority will be to ensure that each visitor receives 5* treatment. You’ll be results driven and understand the necessity of a water-tight sales strategy.

Both roles will work within agreed budgets to achieve commercial success. Your skills, professionalism and positive approach are essential to planning the future development and continuing success of Lee Valley White Water Centre.

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Sales & Marketing Manager

We are looking for a “Sales and Marketing Manager” to take ownership of the sales and marketing for two new exciting consumer facing companies, based in the North of England.

The individual will be responsible for the implementation and execution of the sales strategy in order to achieve the targets both in the form of memberships, treatment sales and products.

They will be responsible for the development of the overall sales strategy with the aim of improving performance and developing the brand standards.

The successful candidate will have:

- An outgoing positive drive and determination in abundance.
- A can do attitude who will lead by example.
- Experience of multi-site sales and marketing.
- Experience of planning and delivery of marketing and outreach activities.
- Evidence of high performance in previous commercial roles.

Benefits include a competitive basic salary depending on experience, car allowance and bonus potential.

Please send your CV to:
Selina Shackleton
Countrywide Leisure
The Hutt, Grewelthorpe
Ripon, HG4 3DA
Email: Selina@countrywideleisure.com

Harrow School’s Sports Centre comprises a 25m swimming pool, fully equipped fitness suite, sports hall and climbing wall and is programmed to cater for the needs of the School as well as a thriving health and fitness club open to the public, outside schools and clubs.

Full-Time and Part-Time Operations Assistants (Lifeguards)

We are looking for full time and part time Operations Assistants who are flexible, committed and enthusiastic to join our small team and assist in the day to day operation of this dual purpose facility. A current National Pool Lifeguard Qualification would be desirable but not applicable as training will be provided.

Freelance Private Swimming Teacher

Candidates applying for this position must have the following: minimum ASA level 2 qualification, relevant insurance, friendly and outgoing personality, excellent communication skills, commitment and passion. In return, you will work on a self-employed basis with the opportunity to expand your client portfolio through the Harrow School Sports Club membership base. Harrow School Sports Club offers access to significant pool time during the day and in the evenings, with a competitive rental system and introductory rates that mean your success as a freelance private swimming teacher is in your own hands.

Application packs are available to download from the School’s website by going to www.harrowschool.org.uk/Work-At-Harrow and clicking on the vacancy, or by contacting the HR Department on +44(0)20 8872 8314 or recruitment@harrowschool.org.uk.

If you have any queries or would like further information regarding a position, please email HR or call them on +44(0)20 8872 8314.

The School is committed to safeguarding and promoting the welfare of children, and all successful applicants must be willing to undergo child protection screening appropriate to the post with any past employment and the Disclosure and Barring Service. Harrow School is an equal opportunities employer.
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Senior Watersports Instructor
Company: London Borough of Bexley
Location: London, UK

Duty Manager x 2
Company: Parkwood Leisure
Location: Bexley, UK

Climbing Leader (part time)
Company: Everyone Active
Location: Sunbury-on-Thames, UK

Recreation and Sport Director
Company: Leisureforce
Location: Abu Dhabi, UAE

General Manager
Company: The Gym Group
Location: Strood, Kent, UK

Coaching Manager
Company: MK Health Hub
Location: Solihull, UK

Freelance Private Swimming Teacher
Company: Harrow School
Location: Middlesx, UK

Operations Assistants
Company: Harrow School
Location: Middlesx, UK

Centre Director
Company: Greenhouse Sports
Location: Marylebone, London, UK

Sports and Leisure Contract Officer
Company: Warwick District Council
Location: Warwick, UK

Fitness Instructor
Company: énergie group
Location: Forest Hill, UK

Swimming Teacher (Level 2)
Company: Legacy Leisure
Location: Exeter, UK

Tutor Assessor
Company: Premier Training Int.
Location: Bournemouth, UK

Swimming teachers
Company: Everyone Active
Location: Buckingham, UK

Swimming teachers
Company: Everyone Active
Location: Aylesbury, UK

Sports Development Manager
Company: Legacy Leisure
Location: Exeter, UK

Associate Tutor
Company: Premier Training Int.
Location: Plymouth, UK

Sports Development Manager
Company: iwerde
Location: South London, UK

Lifeguards
Company: Filton Town Council
Location: South Gloucestershire, UK

Events Assistant
Company: GLL
Location: Manchester, UK

Catering Assistant
Company: GLL
Location: Waltham Forest, UK

Bar Assistant
Company: GLL
Location: London, UK

General Manager
Company: Jump Arena
Location: Cardiff, UK

Membership consultants
Company: Everyone Active
Location: Nationwide, UK

Recreation Assistant
Company: Everyone Active
Location: Sutton, UK

Fitness Instructor - Maternity Cover
Company: énergie group
Location: Havant, UK

Fitness Manager
Company: Regent’s Place Health Club
Location: London, UK

2 x 16 hour seasonal cleaners
Company: Parkwood Leisure
Location: Mithyr Tydfil, UK

Fitness Manager
Company: The River Bourne Club
Location: Chertsey, UK

Personal Training Manager Role
Company: The Bankside Health Club
Location: London, UK

Duty Managers
Company: Life Leisure
Location: Stockport, UK

Assistant Managers
Company: Vibrant Partnerships
Location: Lee Valley, UK

Lifeguards
Company: Life Leisure
Location: Stockport, UK

Cafe and Bar Assistants
Company: Life Leisure
Location: Stockport, UK

Leisure Operatives
Company: Life Leisure
Location: Stockport, UK

Swimming Teachers
Company: Life Leisure
Location: Stockport, UK

Sales Manager
Company: Soho Gyms
Location: London, UK

Sales and Marketing Manager
Company: Countrywide Leisure
Location: North of England, UK

Development Manager
Company: Parkwood Holdings
Location: Worcester, UK

Key Account Manager
Company: Nelpulse
Location: London, UK

School sport workforce manager
Company: Kingsbury School Sports
Location: Erdington, Birmingham, UK

Personal Trainers
Company: Matt Roberts
Location: London, UK

Swimming Teachers
Company: Everyone Active
Location: Nationwide, UK

Personal Trainers
Company: Club Training
Location: Nationwide Opportunities

General Manager
Company: Xercise4Less
Location: Various

Membership Consultant
Company: Xercise4Less
Location: Nationwide, UK

Personal Trainer
Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant
Company: Xercise4Less
Location: National role, UK

Sales and Marketing Manager
Company: Xercise4Less
Location: Nationwide, UK

Swimming Teachers
Company: Everyone Active
Location: Nationwide, UK

General Managers
Company: The Gym Group
Location: Nationwide, UK

GP Exercise Referral
Company: Focus Training
Location: Nationwide, UK

Beauty Therapists
Company: Center Parcs Ltd
Location: Longleat Forest and Woburn Forest, UK

Spa Therapist
Company: Celtic Manor Resort
Location: Newport, UK

Spa Manager
Company: Everyone Active
Location: St Albans, UK

Beauty Therapists
Company: Lifehouse Spa and Hotel
Location: Frinton-on-Sea, UK

Head of E-Commerce
Company: Merlin Entertainments Grp
Location: Chessington, UK

Chief Executive
Company: The Deep
Location: Hull, UK

Guest Experience Manager
Company: Madame Tussauds
Location: New York, United States

SEA LIFE Operations Lead
Company: Sea Life
Location: California, United States

Event Coordinator
Company: Legoland
Location: Florida, United States

Visitor Experience Manager
Company: AEG Europe
Location: London, UK

Heritage Business Manager
Company: Bath & NE Somerset Council
Location: Bath, UK

Front Office and Operators
Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

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Year of Sustainable Tourism launched

Unesco has thrown its weight behind 2017 as the year of sustainable tourism, taking centre stage at an event designed to highlight the role of tourism in sustainable development.

During the event in Madrid, Spain, Taleb Rifai, United Nations World Tourism Organization (UNWTO) secretary-general, highlighted the potential for international tourism to create positive change, prosperity and wellbeing for all, stating that “as our sector continues to grow, so does its responsibility to propel us into a future of sustainability, equity, inclusion and peace.”

Tourism has been identified as an area of major growth in many developing countries, according to Unesco.

“Cultural and natural heritage sites, intangible cultural heritage, performing arts and museums are among the many interests that engage tourists and thereby generate revenues, employment, investments and social benefits,” said Francesco Bandarin, Unesco’s assistant director-general for culture. “Tourism represents around 30 per cent of service exports, and directly and indirectly contributes to around 10 per cent of global GDP.”

For the International Year of Sustainable Tourism for Development, Unesco and UNWTO will work together to draw wider attention to the potential of tourism to contribute to the 2030 Agenda for Sustainable Development, as well as address the challenges associated with it.

Through 2017 a number of joint initiatives will take place, including the World Conference on Tourism and Culture: Fostering Sustainable Development, in Muscat, Oman.

Details: http://lei.st?r=a=Q8c5C_O

Xtend Barre launches London studio

Design studio Amos Goldreich Architecture have completed a “dynamic and tranquil” health club in London for Xtend Barre, with the site earmarked as the American fitness brand’s first flagship European studio.

Located on Marylebone High Street, the 3,000sq ft (278sq m) club is a contemporary space for Xtend Barre’s ‘adrenaline-fuelled’ training classes – a fusion of ballet, dance and Pilates that enhance flexibility, improve balance, and challenge the core.

The design team was tasked with transforming a low-lit and “poorly planned” basement office into a welcoming and calming space.

The original interior was stripped down and reconfigured to create a studio with enough room for the brand’s all-important barres – stationary handrails, used by ballet dancers, that provide support during various exercises.

“Amos and his team made our vision their own,” said Catie Miller, owner and founder of Xtend Barre London. “The end result speaks for itself and I am incredibly thankful to be building a wonderful community within the studio space they created.”

Xtend Barre has 62 franchised locations around the world and 99 licensed studios.

Details: http://lei.st?r=a=x2b8X_O