Shadow health secretary Andy Burnham believes the coalition government has failed to tackle Britain’s inactivity epidemic and has pledged that physical activity would be available on prescription from every GP surgery under a Labour government. With less than six months until the 2015 general election, the respected physical activity advocate made the bold pledge at the ukactive National Summit in central London on 13 November. In his keynote address, the MP for Leigh said Labour would make physical activity a national priority and ensure exercise can be prescribed by having an exercise professional on staff at every GP surgery. There was also the pledge of a more people-focused NHS under Labour, embracing physical activity to make healthcare preventative.

“This is the decade of the ageing society. Does anyone think we can carry on as we are with a treatment culture?” he asked, adding that there is a need to empower individuals to take control of their lives. “Pharmaceutical companies may not like it, but bad luck.” He said that changing activity patterns is the easiest lifestyle change to make, but acknowledged that many still struggle and must be supported. “The message of physical activity should be all inclusive so people do not feel intimidated,” he added.

Burnham said the habits of a healthy lifestyle must be instilled from an early age. He outlined plans to set new standards for food in schools – with targets such as reduced fat and salt – as well as the goal of ensuring that all children should leave school with the ability to swim and ride a bike safely. To boost activity levels from an early age, Burnham called for longer school opening hours from 8am to 6pm so that sport is available both before and after school. For the general population, the shadow health secretary announced a new national ambition to get people more physically active. This would seek gradual change, first by raising the recommended minimum levels now, but also by setting a more ambitious level with the aim that at least 50 per cent of the population will be meeting it by 2025. To make this achievable, Burnham called on councils and businesses to do more to ensure activity hubs such as parks and leisure centres are more easily accessible.

Details: http://lei.sr?a=Z9z4v

Tourism revenue boom for on-screen locations
Blockbusters and television shows can generate millions in revenue – equivalent to free advertising – for on-screen locations via social media.
A report compiled by Human Digital – a social media intelligence firm – for Euroscreen and Film London illustrates the effect social media commentary has on the locations featured in films and TV shows. Human Digital created a method for understanding Location Placement Value (LPV) by analysing a social media dataset. Continued on back cover

BIG to make UK debut at Battersea

Bjarke Ingels’ Copenhagen and New York-based architecture firm, BIG, is tipped to design a new public square as part Rafael Viñoly’s £8bn (US$13bn, €10bn) masterplan for Battersea Power Station, London.

Although no official report has been released, the Architects Journal has reported that BIG will be making their UK debut with ‘Malaysia Square’ – a large piece of public realm design that will act as the ‘front door’ to the entire Battersea site. ‘Malaysia Square’ will link Frank Gehry and Foster and Partners’ pedestrianised high street with the old power station itself, which is being revamped by Wilkinson Eyre.

BIG are also rumoured to have made an entry for the high profile Olympicopolis design competition – a new £400m development at the Queen Elizabeth Olympic Park. Details: http://lei.sr?a=m8B6e
Wimbledon to return to Plough Lane

AFC Wimbledon has submitted a planning application to Merton Council for a new stadium at Plough Lane in South London. The League Two football club is planning to build a 11,000-capacity stadium on the site of Wimbledon Greyhound Stadium – a location the club calls its “spiritual home”.

The application has been submitted in partnership with residential developer Galliard Homes and seeks permission to build 600 residential units along with retail and commercial space plus a leisure club.

Detailed plans will not be available until Merton Council has completed its verification process, which is expected to take until the end of the year (2014). The plans will then be made available for public scrutiny.

According to AFC Wimbledon CEO Erik Samuelson, the master plan seeks to revitalise the Greyhound Stadium area of Merton and bring economic benefits to the area – as well as community facilities for local residents.

Samuelson said: “This is the culmination of 18 months of intensive work for the club, Galliard Homes and our team of advisers. It’s a comprehensive proposal covering every aspect of the development and associated issues.”

The club currently plays at the 4,800-capacity Kingsmeadow stadium, which it shares with semi-professional club Kingstonian. AFC Wimbledon was founded by fans of Wimbledon FC (WFC) in 2002 after WFC moved to Milton Keynes and became MK Dons.

Details: http://lei.sr?a=z9Y5D

GB Basketball secures emergency funding

GB Basketball has secured an emergency £1.18m funding package from Sport England to support the Team GB elite teams.

The funding will contribute to the travel and coaching costs for the teams competing in international competition, securing the immediate future of Britain’s elite men and women’s basketball teams.

The future of the high performance teams seemed to be under threat earlier this year after UK Sport, which funds elite and Olympic teams, pulled its funding of British Basketball due to the lack of success on court. It deemed the national governing body “had not done enough” to prove its worth.

Details: http://lei.sr?a=Z2H6Z
Aviva Premiership side Gloucester Rugby has continued its strong performances off the field by reporting pre-tax profits of £512,000 – up nearly 68 per cent on the previous year.

It is the fourth year running that the club has reported profits, a rare occurrence among elite English rugby clubs. Sale Sharks, Saracens, Bath Rugby, London Wasps and Worcester Rugby are among teams to have posted heavy losses during the last year.

Gloucester’s set of accounts reveal a turnover of £12m, up 3.7 per cent on the previous financial year. According to CEO Steve Vaughan, the club has managed to deliver a profit at a time it is making record investments in coaching, playing and support staff, as well as developing the rugby environment at its Hartpury Training Centre. It has also invested in developing its home stadium Kingsholm, which will host four games at Rugby World Cup 2015.

“It has, of course, been a challenging 12 months,” Vaughan said. “These results have been achieved despite what was a tough season on the field of play.

“For the club to increase turnover and profit reflects the hard work of everyone at the club, and is also thanks to the continued magnificent support of our sponsors and supporters who have been first class in every respect.”

Details: http://lei.sr?a=Z7m8c

Racial discrimination still “rife” in football

English football still suffers from “institutional discrimination”, according to a report commissioned by equality pressure group, the Sports Person’s Think Tank (SPTT).

The report – Ethnic minorities and coaching in elite level football in England: A call to action – shows that there are only 19 black and ethnic minority (BME) coaches in the 552 top coaching positions at professional English clubs.

Only two of the 92 professional football clubs in England currently have managers from a BME background – Chris Powell at Huddersfield Town and Keith Curle at Carlisle United. This means BME coaches occupy just 3.4 per cent of top coaching roles in English football – despite more than 25 per cent of players coming from BME backgrounds.

The research pinpoints four inter-related themes for the under-representation – one which was a “conscious and unconscious racial bias and stereotypes in the coaching workplace”.

Other issues highlighted by the report include limited access to high level coach education courses; over-reliance on ‘networks based’ methods of coach recruitment; and consequent lack of BME coach role models.

The subject of under-representation has also raised the issue of bringing in a ‘Rooney Rule’, created in the United States by the National Football League (NFL), that requires teams to interview at least one BME candidate for a head coach position once there is a vacancy.

The report’s publication on 10 November coincided with the launch of SPTT, which aims to address the lack of coaches from black and minority ethnic (BME) groups working for professional football clubs in England. Details: http://lei.sr?a=e8C7g

Chris Powell is one of only two black managers in England’s Football League

Gloucester CEO Steve Vaughan previously worked on the 2012 Games

Gloucester Rugby in profit again
Snap Fitness targets UK rollout

Global 24/7 gym franchise Snap Fitness has set its sights on major growth in the UK through a new master development agreement with fitness startup TwentyTwoYards.

Set up earlier this year by Australian business- men and fitness enthusiasts Matt Quinn and Scott Jones, TwentyTwoYards plans to open 200 locations over the next four years, aiming to emulate the success they’ve witnessed of 24/7 gyms Down Under. An as yet undefined number of these clubs will be operated by TwentyTwoYards, while a significant number will be franchised to third parties. The pair have enlisted Bidwells and RSR Properties to source potential gym sites – which will typically span 5,000sq ft (464.5sq m) – with a first location expected to launch in March.

Speaking to Leisure Opportunities, Quinn said the chain would attract “hidden demographics” who cannot afford mid-range club membership fees but expect a better package than those offered by the low-cost sector.

“Pricing will obviously vary across the UK geographically, but memberships will be lower than you typically pay at a mid-range club,” said Quinn. “Our clubs are going to be more intimate than a lot of our competitors and that will hold us in good stead when it comes to sourcing properties.” Quinn also said he believes the fact he and Jones are newcomers to the industry won’t be a problem, due to the ‘solid’ business model. Details: http://lei.sr?a=g4a2Q

Encore takes fourth premium London gym

Private investment firm Encore Capital is in the midst of what looks like a buying spree of London’s premium health clubs.

Having recently acquired the Third Space chain – whose Soho and Marylebone clubs boast a range of celebrity members – Encore has now snapped up the Tower Bridge 37 Degrees health club for an undisclosed fee. The 27,000sq ft (2,508sq m) site overlooking the Thames features a 6,000sq ft (557sq m) gym, swimming pool, sauna, steamroom, several studios, a medical centre and a spa.

These recent acquisitions, together with Encore’s ownership of the Reebok Sports Club in Canary Wharf underline its ambitious growth plans in the fitness industry.

“The acquisition of 37 degrees at London Bridge fits our strategy well. Our aim is to be the leading luxury health club operator in the best locations in London,” said Encore partner Shirin Gandhi. “We aim to invest heavily in upgrading the already high quality facilities within this club which, together with the redevelopment of London Bridge Station will add to the attractiveness of this location.”

The Tower Bridge club has been acquired from a joint venture between Albion Ventures and London Health & Fitness – owned by founders Andy Kay and Mhairi FitzPatrick. Kay and FitzPatrick are now focusing on their new leisure investment vehicle Socius Investing, with the former telling Leisure Opportunities: “We are very pleased to have done this deal with Encore Capital. We’ve known the executive team at The Reebok Club for many years and they are very well placed to take this special club to the next level”.

Details: http://lei.sr?a=X9U9g

Gym renovation for Ireland’s National Aquatic Centre

The National Aquatic Centre (NAC), Ireland’s premier venue for competitive swimming, diving and water polo, has undergone a major gym refurbishment in partnership with fitness equipment supplier Cybex.

With over 4,500 members, ToneZone is now home to 790T treadmills, Cybex’s premium treadmill with enhanced speed and incline features, the Bravo Functional Training System and Big Iron Combo Rack. In addition, the venue, which served as a pre-Olympic Games training camp for Ireland’s Olympic teams, has now snapped up the Tower Bridge 37 Degrees health club for an undisclosed fee.

The site is used by individuals of all ages, from a joint venture between Albion Ventures and London Health & Fitness – owned by founders Andy Kay and Mhairi FitzPatrick. Kay and FitzPatrick are now focusing on their new leisure investment vehicle Socius Investing, with the former telling Leisure Opportunities: “We are very pleased to have done this deal with Encore Capital. We’ve known the executive team at The Reebok Club for many years and they are very well placed to take this special club to the next level”.

Details: http://lei.sr?a=X9U9g

Details: http://lei.sr?a=g4a2Q

The site overlooking the Thames features a 6,000sq ft gym
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Chris Brown swaps FitLinxx for Performance Health

Equipment supplier Performance Health Systems (PHS) has appointed Chris Brown head of healthcare and medical for its Power Plate and bioDensity brands.

In his new role Brown is tasked with identifying opportunities and managing sales in the corporate wellness, elderly care and medical markets. He is expected to expand distribution of the company’s vibration training machine Power Plate, as well as introduce and sell the bioDensity osteogenic loading system – a piece of technology that helps rebuild bone density among people affected by osteoporosis – to the UK market. Details: http://lei.sr?a=c3q9e

Barry’s Bootcamp to launch second London studio

US boutique fitness company Barry’s Bootcamp has announced plans to launch a second London studio set to open just in time for the busy new year period.

The new two-storey studio – situated near Moorgate station – is aimed at both city workers and those employed in the Shoreditch and Silicon Roundabout areas. It follows the launch of the initial Barry’s Bootcamp studio near Euston two years ago, and marks the latest flurry of activity in the London premium gym sector, after the recent series of acquisitions by investment Group Encore Capital (see page 4).

Opening in January 2015, Barry’s latest Bootcamp will be equipped for the chain’s signature 60-minute high intensity workouts, with customised Woodway 4Front treadmills, as well as Barry’s branded handweights, medicine balls and resistance bands.

At street level, the Barry’s Bootcamp sportswear range and Fuel Bar will take pride of place, with a relaxation area for people to enjoy protein shakes, as well as fuel food provided by The Good Life Eatery. Details: http://lei.sr?a=d3y5x

Les Mills launches ‘Born to Move’

Les Mills has become the latest fitness brand to set its sights on tackling youth inactivity with the launch of its new programme Born To Move.

There has been a flurry of childhood activity initiatives in recent months, with Places for People Leisure announcing a tie-up with popular IP Peppa Pig and Fit For Sport joining forces with the Power Rangers brand to promote regular exercise and a healthy diet.

Les Mills’ new programme comprises a series of activity and fitness classes for youngsters aged two to 16. It uses foundational movement skills such as dance, martial arts, plyometrics, core yoga and sports training in a bid to develop a lifelong love of movement in children, as well as to build confidence. The classes have been developed with age-appropriate moves and music to appeal to kids of all ages.

Childhood inactivity is a growing concern and many British GPs have urged the government to take urgent action to quell the epidemic. Approximately 33 per cent of 11-year-olds are now overweight or obese and among 4 to 5-year-olds the figure is 22 per cent.

“These statistics are set to go in the same direction as the nation’s waistline – upward, unless something is done to curb this trend,” said Keith Burnet, CEO of Les Mills UK.

“Our Born To Move programme looks to respond to the rapidly declining level of physical activity among children and young people.”

Details: http://lei.sr?a=f8d6b

MMA-themed indie gym packs a punch

A mixed-martial arts (MMA) themed gym in Kings Lynn is hoping to provide members with a knock-out experience at its new 13,000sq ft site.

Having launched two years ago, Heros Gym has moved to the larger premises to accommodate its growing member base, with owner Ben Tansley and his team largely renovating the property themselves.

As well as a fully-equipped gym area, the club also offers a class studio, group cycling studio, a dedicated high level boxing training area, café and sports massage facilities.

The gym area features an extensive range of Life Fitness and Hammer Strength equipment, featuring pieces from the Insignia, Integrity and Elevation ranges including the new FlexStrider variable-stride trainer and PowerMill climber. Members also have access to Hammer Strength Motion Technology Selectorised (MTS) equipment, HD Elite and Hammer Strength Plate Loaded equipment. Jordan Fitness supplied the free weights, functional and studio equipment, plus the first example of its new Ignite Rig.

“Heros Gym is well-known for its expertise in MMA and boxing,” said Tansley. “In our new location, we can offer a far greater range of facilities and it has helped us broaden our appeal.”

Details: http://lei.sr?a=z7J3G
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Two recent fatal outbreaks of Legionnaires’ disease in Europe are a stark reminder of our health and safety obligations to keep staff and guests safe.

Legionnaires’ disease has been in the news recently. A 69-year-old man died after visiting a spa in the Netherlands. As many as 300 people visited the spa in the northern Dutch town of Avenhorn and were at risk of infection, according to local media reports. In another outbreak in Portugal, five people have died.

In 2012, ten guests at the JW Marriott Chicago contracted Legionnaires’ and three of them died from the disease. Legionella bacteria were found in the hotel’s pool, whirlpool and decorative fountain. Legionnaires’ disease is a lung infection, a type of pneumonia contracted by the inhalation of water droplets or spray-mists contaminated by legionella bacteria. It mostly affects people aged over 50, with those already in poor health most at risk. It was first identified in the US in the 1970s following an outbreak at a hotel hosting a veteran organisation known as the American Legion. Employers, building owners and leisure operators need to be aware of the dangers and possible criminal and civil proceeding which could result from an outbreak of the disease.

Guardian Water Treatment, a Business Partner of the Institute of Hospitality, has made a three-minute video available to demonstrate the latest Health and Safety Executive changes to Legionella guidelines (ACoP L8), which were revised in April this year. The short video cuts through long-winded versions of the updated regulations and highlights the key points that affect the majority of organisations.

In many cases the new guidelines actually reduce the amount of work that a facilities manager has to do to keep visitors, guests and staff safe. The video covers the safe management of air conditioning, drinking water, waste water and ornamental installations, such as fountains – all of which are potential sources of legionella bacteria.

The Student Hotel to target UK millennials

Amsterdam based hospitality brand The Student Hotel has set its sights on the UK millennials market as part of a planned £117m expansion across European cities that are particularly popular with the young demographic.

The company – which currently operates four properties in the Benelux region – has secured a capital increase and equity commitment of £118m funded by Perella Weinberg Real Estate to address what it calls the “shortage of quality accommodation” across Europe aimed at students.

The Student Hotel plans to own and operate properties ranging from 350 to 700 bedrooms in cities such as London, Brighton and Edinburgh as it bids to attract students, young professionals, and youth travellers.

Scottish entrepreneur Charlie McGregor, founder and CEO of The Student Hotel, said: “The movement of students between countries has become a global phenomenon. The growing number of international students deserves better and more accommodation options and it’s great to work with an investment partner that shares our vision to roll-out high quality and community-driven student and hotel accommodation across Europe.”

The UK low-cost hotel market continues to attract investors, with this latest development coming weeks after Tune Hotels revealed £200m expansion plans to open up to 25 new properties by 2020. Details: http://lei.sr/a=q6q8N

Scottish Highlands: £25m resort

A resort that would take 20 years and an estimated £25m to develop is being planned in 7,300 acres of national forest land next to Britain’s highest mountain peak, Ben Nevis.

The joint Forestry Commission Scotland (FCS) and Highlands and Islands Enterprise is hoping to apply for planning permission in Q3 of 2015. The project will comprise a five-star hotel and spa, a bunkhouse, up to 50 lodges and a campsite. Details of the spa’s design will be developed and released as the project progresses.

While being unable to give an exact figure on the cost of the project due to a number of possible alterations, FCS project team member Robert Grant said: “If all of the parts of the project were to come together, then indicative investment would be around £25m.”

Developers hope to capitalise on the number of visitors to the region who come to the neighbouring Nevis Range Mountain Resort to pursue winter sports, mountain biking, climbing and hill walking. These outdoor activities attract thousands of visitors every year. “We’re aiming for a resort hotel that complements, rather than competes with, existing provision in the area – and consultation has highlighted a general agreement with the principle of a resort complex,” said Grant.

“The majority of [consultation] participants would welcome the facilities and additional tourist numbers it could bring,” added Grant. Having taken on board consultation feedback, the latest version of the proposal includes changes such as the addition of the Lochaber Rural Complex site and ski range. Details: http://lei.sr/a=X3f6m
TOURISM

VisitEngland should ‘go it alone’

Former tourism minister John Penrose has called for VisitEngland to become an independent organisation, in line with the tourism bodies of the other home nations.

Penrose, who was tourism minister from 2010 to 2012, says the organisation should no longer fall under VisitBritain, as England needs its own standalone tourism board to match VisitScotland, VisitWales and Discover Northern Ireland.

In his submission to the government’s review of both VisitBritain and VisitEngland, Penrose notes that it is five years since the two organisations were de-merged at an operational level, but says legal ties (including sharing the same accounting officer) should be cut so that the English tourism board can refocus its strategy.

He wrote: “In the wake of the Scottish independence referendum and the decision to pursue greater devolution and localisation of powers from Westminster, it would be incon-gruous for England’s domestic tourism board to remain subservient to, and a subsidiary of, a UK institution when the equivalents in Scotland, Wales and Northern Ireland are fully-fledged independent bodies.”

By becoming a separate entity, Penrose – whose own Weston-super-Mare constituency is a seaside town with strong links to tourism – believes VisitEngland will be able to focus on helping local tourism boards better market their areas. VisitEngland, he adds, should aim to increase partnership market- ing with companies in the tourism industry.

Details: http://lei.sr?a=n4R3v

Penrose has written a submission recommending the split

UK pushing to become a conference capital

The government is bidding to build on the UK’s tourism boom by targeting the growing conference market to bring more high-profile business events to the country.

The move was announced by culture secretary Sajid Javid in his keynote speech at the recent World Travel Market event in London.

Javid said his department is working on a strategy that will be launched later this year to capitalise on an industry that could be worth £48.8bn to the UK by 2020.

The UK’s business events industry currently employs 530,000 people and Javid is eager for this sector to learn from the success of sporting events such as the 2012 Olympic Games, the 2014 Commonwealth Games and the Grand Depart of the 2014 Tour De France.

The wide-ranging strategy to host more major international conferences, trade fairs and expos will examine the roles played by government and industry and set out what action the UK needs to take in order to punch above its weight in this highly lucrative market.

“We are already world leaders in holding major diplomatic and sporting events,” said Javid. “There is no reason we can’t be the number one destination for trade events that will help British business and the economy.”

Details: http://lei.sr?a=G9Y3T

Sajid Javid wants the UK to be a key player in business events

TOURISM

Two Tier Tourism

KURT JANSON
is policy director of the Tourism Alliance

O
ne of the more disconcerting facts that came out of the recent Labour Force Survey was that wage increases had exceeded inflation for the first time in five years. While obviously this is good news, it shows that people have been under pressure to make ends meet for a very long time.

However, the real problem is the iniquitous nature of the impact – something that’s noticeable when the domestic tourism figures are analysed using two different parameters – socio-economic group and age.

New research by VisitEngland shows that, if you take 2006 as your pre-recession base, the number of domestic holidays taken by people in the AB socio-economic group has actually increased by 29 per cent during the recession. Most of this is due to people cutting back on their holidays overseas and taking more holidays in the UK instead.

However, if you’re at the other end of the scale (the DE socio-economic group), the number of holidays taken has fallen by 20 per cent over the same period. The reason is that people in this group already took most of their holidays at home and being the ones with the lowest level of discretionary expenditure were the people most impacted by inflation being higher than wages increases.

Looking at the figures by age shows a similar story. Those over 40 increased the number of holidays that they took during the recession – due mainly to having higher incomes and also benefiting more from low mortgage rates. Meanwhile, those under 40 took a lot less due to higher unemployment, lower wages and increased difficulties saving for a house. These trends have had a corresponding impact on tourism businesses and destinations. So, while those with customer base of ABs over the age of 40 (eg, Bath and Chester) have performed strongly, destinations such as Blackpool and Great Yarmouth have struggled.

If we’re to pull back from having a two tier tourism economy and spread the economic benefits of tourism throughout the country, there need to be strategies developed that close the gaps between the “haves” and the “have nots” – both at the individual and destination level.

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Wide-ranging health clinic to launch

The Be Well London multi-disciplinary complementary health clinic will open on 26 November. It is being formed having been formed and run by alumni and teaching staff of the University of Westminster – a health institution specialising in complementary medicine training and research.

Therapists at Be Well London will offer a wide range of complementary therapies, including western herbal medicine, acupuncture, naturopathy, nutritional therapy and different types of massage. Specialists clinics will feature on topics such as eczema, fertility, female well-being, weight loss, sport and fitness, plus stress.

All practitioners at the facility have been educated to at least BSc level, which involves three years of full time training, up to 500 hours spent in a practical clinic and a thorough understanding of biomedical theory.

“We believe that raising standards is essential to ensure optimum outcomes for patients,” said clinic manager Susanne Kaiser.

‘Chemical concerns’ aid natural cosmetics

The major trigger for consumers to start using natural and organic products is concern over health, according to a recently released consumer behaviour report.

The report – by London-based research consultancy Organic Monitor – is the second edition of the UK Consumer Insights report – which was first conducted in 2007 – and shows a significant increase in awareness of synthetic chemicals in cosmetics and toiletries, thus driving growth in the natural and organic personal care products market.

Around 90 per cent of UK buyers of natural and organic personal care products said ‘avoidance of synthetic chemicals’ was important or very important to them. Specific chemicals were identified by respondents as ones to avoid. For example, almost two-thirds of buyers stated they look to avoid parabens, while 19 per cent of buyers wished to avoid phthalates and lanolin, compared to just 3 per cent in 2007, highlighting increased consumer awareness of synthetic chemicals.

43 per cent of buyers say they look for symbols and logos on personal care products, which represent ‘natural’ and ‘organic’ certification, up from 33 per cent in 2007. The Soil Association logo, associated with organic products, is sought out by 30 per cent of buyers. 21 per cent of buyers said they look for the Fairtrade symbol, however this logo represents the presence of certified Fairtrade ingredients – not certified finished products. This therefore conveys consumer confusion about elements of certification.

Although the number of organic product brands has mushroomed in the UK, established brands such as Weleda, Dr Hauschka and Jason Natural comprise most sales in every product category. Details: http://lei.sr?r=a=d8K9q

Consumers are now eager to avoid synthetic products
Dame Mary Archer has been appointed by Prime Minister David Cameron to head up the Science Museum Group. The body represents a number of sites – including the Science Museum in London, National Railway Museum in York and Shildon, the Museum of Science & Industry in Manchester and Bradford’s National Media Museum – attracting more than five million visitors annually combined and will now be headed by Lady Archer.

The wife of former politician and author Jeffrey Archer, Dame Mary will take up the four-year post starting 1 January, 2015. She is a respected scientist who started her career as a physical chemist, teaching chemistry at both Oxford and Cambridge University. Details: http://lei.sr?a=5Q2t4

Dame Judi Dench has long been a supporter of the gallery

Dame Judi Dench defends under fire floating art gallery

A floating art gallery backed by Dame Judi Dench and Prince Charles is set to be destroyed after the London Port Authority failed to offer an alternate site appropriate for the nine-barge art collection.

Gallery curator Max Couper went to court in 2013 claiming he had "ancient mooring rights" to live and work at Albion Wharf in Battersea, where he’d been for 30 years. But the court ruled in favour of the port and developer Hutchison Whampoa Properties, saying the permanent collection was illegally moored and should be removed. The port and developer are now both seeking to enforce the ruling with a further High Court order to “dispose of or destroy” the vessels housing the artwork, which also serve as Couper's home.

Dench said in a statement that “the collection would not survive if it had to be moved”, while Prince Charles had previously aired his support for the project.

An LPA spokesman said it had offered alternative moorings for some of the boats, but “Mr Couper has declined all proposals.” Details: http://lei.sr?a=e6c6h

Mary Archer set to chair Science Museum Group

From 2016 onwards, London’s Design Museum will be offering free entry to permanent exhibitions following its move to a new site in Kensington.

Chancellor of the exchequer George Osborne visited the museum’s new site recently and announced plans to support opening the doors for free under the VAT refund scheme for museums and galleries.

The Design Museum will join more than 50 other museums across the UK capital that will be opening their doors for free under the scheme.

Relocating to Kensington from 2016, the Museum will be housed in the former Commonwealth Institute, masterminded by architectural firm OMA. John Pawson, a British designer, is refurbishing the structure.

The new site will provide three times more space for its collections, allowing room for temporary exhibitions and learning programmes. It is hoped that visitor numbers will increase to at least 650,000 people for 2016.

Deyan Sudjic, director of the Design Museum said: “We know the chancellor is a firm believer in design as an essential foundation for Britain’s creative economy. We are delighted he is ready to give us practical help through the VAT recovery scheme to realise our plans for a great new home for the Design Museum. When we open the doors in 2016, we will reinforce Britain’s worldwide reputation for creative leadership.” Details: http://lei.sr?a=h6G5Q

Tayto Park in Ireland’s Co. Meath, is undergoing a £19.8m expansion

Tayto Park’s proposed £19.8m expansion has hit trouble after inspectors from the National Parks and Wildlife Service (NPWS) said that it was concerned a planned £5m rollercoaster would be built “within sight and hearing of (nearby) animals”.

The Irish state body also warned that due to insufficient barriers, there was a danger that people could be attacked by a large type of bird housed in the park known as a rhea.

A spokeswoman from Tayto Park said that it had installed a sound and visual barrier around the location of the rollercoaster, and had also increased its distance from animals. The wooden rollercoaster, expected to be designed and built by Gravity Group, is set to become one of the largest in Europe – capable of reaching heights of 32m (105 ft) and speeds of 100kph (62mph). The educational amusement park – which features a variety of animal exhibits, a tour of the Tayto crisp factory and a number of adventure activities and rides – was Ireland’s sixth most-attended paid for attraction in 2013, with 450,000 visitors. The park forecasts the 18-hectare expansion could help bring visitor numbers up as high as 850,000 by 2019.

Details: http://lei.sr?a=n8F2s

Design Museum to offer free entry

The new Design Museum site will have three times more space

Tayto Park rollercoaster in for a bumpy ride

The new site will provide three times more space for its collections, allowing room for temporary exhibitions and learning programmes. It is hoped that visitor numbers will increase to at least 650,000 people for 2016.
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UK leisure property sector ‘remains resilient’

Kier lands £25m museum contract

St Fagans National History Museum – Wales’ most popular heritage attraction – has named Kier Group as lead-developer for a £25m renovation of the site.

With funding from the Heritage Lottery Fund (HLF) and the Welsh government, the Cardiff museum has started on the makeover, which will include both new build and refurbishment work.

A new £16m sustainable building – designed by lead architecture practice Purcell – will be built in the on-site woodland, celebrating the skills of craftsmen past and present, dating back to 230,000BC.

The museum’s main building will be transformed during the project, with the construction of new galleries, learning areas and visitor facilities to be completed by 2017. Kier will also construct a covered atrium that will form part of a new entrance area for the museum, as well as a restaurant and catering facilities.

“East Manchester Leisure Centre will provide opportunities for the community that haven’t been available in the area before,” said Pete Bradshaw, head of corporate responsibility at MCFC. Details: http://lei.sr?a=m3m2U

The centre’s 70-station gym features Technogym equipment

The museum revamp is expected to be complete by 2017

London’s ‘Gherkin’ building purchased for £700m

London’s Gherkin skyscraper has been bought by Brazilian billionaire Joseph Safra for £700m.

The Foster & Partners-designed building, first opened in 2004 and standing 180m (590ft) high, was acquired by the Safra Group, owned by Safra. Officially known as 30 St Mary Axe, the Gherkin won the RIBA Sterling Prize in 2004 and was last sold in 2006 for a fee of £600m. Leisure facilities include a restaurant and lounge bar with a 360-degree panoramic view of London, plus a wine bar and second restaurant. Details: http://lei.sr?a=T6m8k

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Borough of Poole is inviting proposals to improve and develop leisure and recreational provision and access to Branksome Recreation Ground Pavilion in Poole. Enabling equality of access by all sectors of the community with the outcome of protecting the sporting use and improving how the building can be managed.

The Borough is seeking proposals from suitably experienced and competent providers, which will protect sporting use at the site but offer alternative and additional provision, whilst offering a best value for money outcome for the Council, in terms of investment, revenue and services to the community.

The Borough of Poole is open to market suggestions as to the type of facility and services that can be offered on site, to help inform future direction prior to a formal procurement process. In particular, we are keen to hear how it can be managed to maximise the use of the facility at all times, how to engage and attract new users, whilst sympathetically improving the facilities.

We are holding an open afternoon for interested parties on Thursday 4th December 2014 at 2.30pm.

To receive a market sounding information pack, please contact the Recreation Development Team on 01202 261316 or recreation.development@poole.gov.uk

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Lifestyle Personal Training (LSF-PT) is bidding to bridge the gap between the fitness and medical industries by insisting that its team of over 400 PTs are all trained to a minimum standard of Level 4 REPS by January 2015.

The announcement comes amid a period of intense discussion around ways the physical activity industry can become a credible public health delivery partner and help tackle the inactivity crisis through exercise referrals prescribed by GPs.

By attaining a Level 4 REPs qualification, PTs gain 'specialist' status, pushing them towards a level of credibility necessary to be at the forefront of public sector initiatives to deal with growing health epidemics. It also enables the PT to engage with the GP community regarding 'exercise referrals' and a more specialised service within the wider health community.

“The new courses offer greater options for career progression”

PT company to upskill entire workforce

Awarding organisation Active IQ has launched a new range of active leisure qualifications designed to help address the industry’s management skills shortage.

The issue of under-qualified managers came into the spotlight during a panel discussion at industry conference SIBEC earlier this year, when it was claimed that two thirds of health and fitness industry managers hold the minimum level of qualifications required to do their job. The panel also discussed the need for clearer career pathways in the physical activity sector, with better training at all levels to facilitate progression.

Meanwhile, a recent survey of UK fitness managers carried out by ukactive and published by Central YMCA Qualifications found that 55 per cent believed their fellow exercise professionals are under-skilled for delivering social and psychological support to inactive people.

Active IQ’s new suite of management and leadership qualifications includes the first ever Level 5 NVQ Diploma in Management and Leadership. In addition, there will be the launch of the Active IQ Level 3 Diploma in Management (QCF) and the Active IQ Level 4 NVQ Diploma in Management (QCF). The qualifications – professionally recognised by CIMSPA – have been designed to help alleviate the shortage of qualified managers as the industry continues to grow apace.

“The new courses aim to tackle skills shortage”

“There is an ever-growing demand for leaders and managers within the industry and our new qualifications will certainly help bridge the gap between growth and demand,” said Active IQ commercial director Jenny Patrickson. Details: http://lei.sr?a=K6D8j

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration

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To apply for the job visit www.warwickdc.gov.uk or for an informal discussion about the post please call Rose Winship on 01926 456223.

**Closing date: 1 December 2014**
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### Sales Manager
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### Lifeguards
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### Membership Consultant
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Varney to lead BHA push for policy

Merlin Entertainments chief executive Nick Varney has been announced as the successor to British Hospitality Association (BHA) chair Alan Parker when he steps down on 1 January, 2015.

Varney will join the BHA board of directors, working with its CEO and Leisure Opportunities columnist Ufi Ibrahim, plus the executive team in the lead up to the general election – where hospitality, and particularly tourism, are expected to be significant issues. The Merlin chief has been instrumental in leading the Cut Tourism VAT Campaign – striving for the UK to be more competitive in Europe with a lower tourism tax – and his immediate priority will be to make all political parties aware of the importance of the hospitality and tourism sector to the economy and jobs market.

Varney has said his key priorities are gaining ground on the tourism VAT issue; visa policies for emerging markets like China and Russia; ‘enlightened’ employment legislation; rectifying skills shortages; and the development of a more efficient and encouraging planning process.

“The BHA is to be congratulated on the excellent work done to date and I take this opportunity to thank everyone, but particularly Alan (who will remain as BHA president) and Ufi, for what has been achieved so far,” said Varney. “Now with a general election imminent, we have a very short window of time to build on this, and to make sure that the economic and social importance of the hospitality and tourism sector is understood by all political parties; and that our issues are on their agenda for the future." Details: http://lei.sr?u=Q2nSP

Tourism revenue boom for film locations

Human Digital calculated the economic worth of social media to on-screen location by using the Location Placement Value (LPV) method – including likes, mentions and retweets among others. Using the method it was able to quantify the minimum equivalent in advertising value for certain locations.

Taking four European locations, each with three TV shows or movies filmed there, it is clear that social media has a deep impact on how the public interacts with the locations and why they are visiting them. Hit shows such as the BBC’s Sherlock and HBO’s Game of Thrones are reportedly making a fortune for tourism across the UK and Europe.

Results of LPV – considering the total minimum chances a productions’ location has of being mentioned both online and offline – show the equivalent advertising value for certain locations. The Harry Potter franchise, for example, is worth £10.8m (£131m, US$16.3m) to London while TV series Game of Thrones has benefited Maltese tourism by around £1m (£1.2m, US$1.5m).

Details: http://lei.sr?u=Q3N4M

Varney is focusing on several key policy issues ahead of the election