Sports and physical activity projects bidding for Big Lottery Fund money may be subject to new criteria as a result of a government consultation into the way the fund operates.

The Cabinet Office has published a consultation document which will examine the policy directions for the Big Lottery Fund, including who decides which projects receive funding and the conditions for this.

The public can provide submissions until 12 August, before a final version of the Fund is issued in the autumn.

Details: http://lei.sr?a=Y2R7K_O

£250m war chest to tackle inactivity epidemic

Sport England has made tackling physical inactivity its number one priority, with plans to triple the amount it spends on the issue as part of its new strategy.

Published on 18 May, Sport England’s new strategy seeks to deliver against the five health, social and economic outcomes set out in the government’s Sporting Future strategy released in December. As part of its revamped approach to funding, Sport England will invest £250m in tackling physical inactivity over a four-year period (starting December 2016), with this money available to anyone who can get more people moving and meet the organisation’s core objectives.

With 28 per cent of people in England currently doing less than 30 minutes of physical activity a week, Sport England has chosen to train resources on transforming sedentary lives, citing research that the least active stand to reap the biggest health benefits from moving more.

The imperative to promote preventative health measures is becoming increasingly pressing as the NHS struggles to cope with demand, and the government is beginning to acknowledge physical activity’s potential as a ‘silver bullet’ to its health and social care budget struggles.

Speaking to Leisure Opportunities ahead of the report’s publication, Sport England CEO Jennie Price said the government has made clear that tackling inactivity is a top priority, meaning the £250m was the first figure to go into the budget.

“We looked at what we could sensibly do and came up with that figure, as this needs to be a real commitment and that’s the amount we think we can sensibly spend that will make a difference in tackling inactivity,” said Price.

Details: http://lei.sr?a=E7X8x_O

1Rebel reveals plan for workout buses

1Rebel has grabbed the headlines once again with plans for a series of group cycling buses designed to help fitness fans make the most of their commute.

The media-friendly boutique studio is in talks with Transport for London (TfL) and coach companies over the plans, which would see specially-adapted buses offer 45-minute group cycling classes as they ferry commuters into London.

Initial interest in the scheme has been “phenomenal” said 1Rebel co-founder James Balfour, who hopes to soon name a bus company partner, with a view to launching the concept by the end of summer.

“Time is precious in London and for the many people who want to workout before work, they often face a three hour door-to-door commute each morning,” Balfour told Leisure Opportunities. Continued on back cover
Sport England overhauls NGB funding

Sport England has scrapped its Whole Sport Plan method of funding national governing bodies (NGB) in favour of creating a contestable pot of just over £300m.

Organisations such as the Football Association (FA) and the England and Wales Cricket Board (ECB) will now have to bid for funds based on what they think they can – and want to deliver – rather than just being awarded money to “be responsible for everybody” who takes part in the sport.

The government’s grassroots funding partner has set aside 29 per cent of its total £1.059bn grant income – approximately £307.1m – over four years to fund NGBs’ “core market”, which consists of them working with talent, people and organisations already involved in the sport.

The overall figure is substantially down on the £493m Sport England earmarked for Whole Sport Plan funding between 2013-2017, which allocated a set amount of money for each NGB over the course of Sport England’s four-year cycle.

However, chief executive Jennie Price said NGBs were encouraged to bid for further funding if they believe they can contribute to the measured outcomes of the government’s Sporting Future strategy, such as an improvement in mental health.

Price said that starting in December, Sport England was going to be “moving away from the idea that NGBs come to us once every four years for everything they do in their sport.”

Details: http://lei.sr?a=C5Z4J_O
Everton FC has abandoned plans to build a new stadium in the Walton Hall Park part of Liverpool, turning its attention to two other brownfield sites.

In a joint statement made by the football club and Liverpool City Council, the pair conceded that the plan to move to the site and regenerate the area using retail investment was not viable in the “current economic climate”.

Investment in retail, it added, was more focused on the city centre and not out-of-town developments like the Walton Hall Park project. As a consequence, alternatives are being pursued.

Mayor of Liverpool Joe Anderson said: “Most people will be aware that I did give a commitment to Everton to support a potential scheme at Walton Hall Park with the aim of regenerating the area and creating new jobs. “However, through the work that the club and the council have done, we have concluded that effectively building a new village in North Liverpool with lots of retail space is a step too far in this current economic climate.”

In February, former Arsenal shareholder Farhan Moshiri acquired a 49.9 per cent stake in Everton and immediately announced his plans to build the club a new stadium as a "suitable stage to perform on in the future". CEO Robert Elstone said: “While our work evaluating the alternatives is at an early stage, we are hopeful that the new sites provide us with a much more straightforward, deliverable opportunity to build a new stadium.”

Details: http://lei.sr?a=Q4t5J_O

County Sport Partnerships (CSPs) have to develop a more “sustainable financial model” in the face of council budget cuts, says the Local Government Association (LGA).

In its written submission to the CSP review – which is being overseen by Sport Think Tank director Andy Reed – the LGA warned that the cuts to local funding may require councils to “review their arrangements” in supporting CSPs, which may put them in jeopardy if they don’t alter their model.

“CSPs need to continue to develop a more sustainable model of operating, which is not reliant on one or two funding sources,” said the LGA. “In line with the councils and the wider public sector, this review is an opportunity to ensure CSPs are operating as efficiently as possible and at a geography that makes sense.”

The LGA also encouraged CSPs to share back office functions and create efficiency measures “so that the maximum possible resource can be directed to the frontline”. However, the LGA – which dubs itself the national voice of local government – said that CSPs should “play an important role” in supporting councils which have reduced or no sport development staff, and should partner with councils to localise their sporting offer.

“With more Sport England funding expected to be directed towards local partnerships, it is essential that CSPs consistently engage with councils and partners agree local priorities and how best they can support them. CSPs must complement local activity, rather than duplicating or acting in isolation,” said the LGA. Details: http://lei.sr?a=s5J2H_O

CSPs must be ‘financial sustainable’

Everton’s current stadium is Goodison Park

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London schools to explore innovative fitness tracking

North London schools could be among the first in the country to take part in a new fitness measurement pilot which aims to help tackle the nation’s youth inactivity crisis.

The ‘My Personal Best’ initiative has been developed to remedy the fact that 75 per cent of UK school children are not doing enough physical activity to keep them healthy. The programme comprises four bleep tests throughout the school year, with the aim of identifying periods when children become most inactive.

Organisers Premier Sport have been supported by the ukactive Research Institute in developing the initiative.

Details: http://lei.sr?a=2Q3M7_O

PayAsUGym unveils new data hub for operators

PayAsUGym has launched a new business intelligence platform – dubbed the ‘Partner Portal’ – to help fitness operators maximise the potential of their offering.

The fitness marketplace provider has invested in the operator-facing platform as it moves to provide partners with market data and information that enables them to make better-informed strategic decisions.

PayAsUGym’s Partner Portal will use transactional data gathered from more than 2,300 fitness venues over a five-year period to power innovative new tools such as the Price Calculator, Missed Sales Analysis, Competitive Rank, and new Customer Feedback analysis.

The Portal will also enable operators to assess the relative importance of online assets such as photography, venue descriptions and customer reviews in comparison to product and price, with a forecasting tool able to predict the impact of making changes to such assets on future revenue. Operators can also review the impact of changes retrospectively.

Details: http://lei.sr?a=v4Y4H_O

Gym memberships reach record high

The UK’s gyms and health clubs have more members than ever before, with a record 9.2 million working up a sweat last year.

That’s according to the 2016 State of the UK Fitness Industry (SOFI) Report, which shows that the fitness market remains on an upward trajectory. As in previous years, the bulk of the growth was driven by budget operators, who are harnessing the power of technology to break new ground. Low cost clubs now account for 12 per cent of the UK’s private health clubs and 32 per cent of the private market’s membership.

The buoyancy of the fitness sector was reflected in meaningful gains across all three KPIs. Market value jumped 3.2 per cent to £4.4bn, the number of gyms increased by 1.9 per cent to hit 6,435, while membership grew 5.3 per cent to reach the record high of 9.2m. Building on last year’s gains, the penetration rate took another leap forward to hit 14.3 per cent.

David Minton, director of The Leisure Database Company – the firm behind the SOFI report – told Leisure Opportunities that smarter use of technology was a big driver of growth and predicted the uplift to continue.

“We’ve seen sustained growth over the last few years and I would expect this to continue to be the case – there’s certainly longevity in this curve,” said Minton. “As we heard from the Leisure Opportunities interview with Bryan O’Rourke recently, we should expect to see major gains in the next decade, with the rise of quantified self and technology’s central role in this set to be the biggest driver.”

Details: http://lei.sr?a=U6U8C_O
The Sports & Leisure Facilities Forum is specifically designed to bring together the latest cutting edge technology, sports equipment, facilities and services to help improve and enhance the performance of elite sporting clubs, arenas, authorities and organisations.

Discussions at the event will include; flooring, membership and booking systems, artificial surfaces, signage, energy maintenance, cleaning maintenance, facilities management, disable facilities, turnstiles/locking systems and more.

20th June 2016
Wokefield Park, Reading

Limited complimentary places remain.
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Third Space unveils new boutique

Upmarket London gym chain Third Space debuted its new boutique studio concept last week (23 May), targeted at “fitness-savvy, fashion-conscious Londoners.”

Dubbed Another_Space, the spin-off is a 7,582sq ft (704sq m) site in Covent Garden’s Seven Dials area. Spearheaded by Colin Waggett, founder of boutique concept Psycle and CEO of Third Space, the Goldstein Ween-designed studio offers a range of class-based fitness training programmes.

The studio is split over two floors and features specialist training rooms for the three classes on offer: Power Yoga, Cycle and High Intensity Interval Training (HIIT). The pay-as-you-go concept costs £20 per class, with a small discount for bulk purchases.

“Another_Space is the next generation of health and fitness innovation, providing a carefully-selected unique combination of complementary classes in one state of the art studio,” said Waggett. “Another_Space is for those wanting the boutique studio experience, but also variety and cross training benefits, for better results and sustained motivation.”

Aside from the booming budget sector, boutique studios have been one of the health club industry’s biggest sources of growth since the recession, and this has caught the attention of several big name chains, of which Third Space is the latest.

Waggett told Leisure Opportunities recently that Third Space has high hopes for Another_Space and harbour ambitions of opening up to five such sites over the next couple of years around London. Details: http://lei.sr?d=7k3a_O

The global fitness market is primed for explosive growth over the next decade, as accelerated digitalisation and a convergence of big brands into the sector will spawn a billion global fitness users.

That’s according to renowned fitness and technology expert Bryan O’Rourke, who says that more consumers will buy into fitness experiences as technology makes it easier to access them. He believes the combination of wearable technology, smarter mobile apps and better use of the resultant data will profoundly affect the way people think about their wellbeing and fuel significant industry growth.

Pointing to S-Curve reinvention – whereby brands on a similar trajectory fail or flourish based on their ability to innovate – O’Rourke believes the next 10 years will see the fitness landscape alter significantly.

He says omnichannel brands with a compelling blend of digital and physical experiences – such as SoulCycle, Equinox and Under Armour – will continue to reap rewards, whereas established brands unable to shake-off their legacy costs will feel further pain.

“I think there are huge opportunities for cross-pollination in the market as big brands come in and re-engineer the user experience. We’ll see the health and fitness industry grow 300 per cent by 2025,” O’Rourke told Leisure Opportunities. “A rising tide will lift all boats, but we’ll see a marked difference between the success stories and the legacy gym operators who fail to adapt. Some will still be there, but many will be taken over or bought.” Details: http://lei.sr?d=A7X9r_O

Fitness market set ‘to grow 300 per cent’

Bryan O’Rourke predicts major changes in the fitness sector
The Original Bowling Company

Its uncompromising focus on the customer experience, growth plan and technological innovation has made it a market leader in the sector. With 54 Hollywood Bowl, Bowlplex and AMF Bowling centres, in addition to future expansion plans, it has an exciting future.

A REAL SUCCESS STORY

Centre manager Kerry Seagrave tells all about her transition from the fitness industry and what attracted her to The Original Bowling Company. “I started my career as an air hostess but soon found this didn’t suit my fitness lifestyle so decided to turn my hobby into a career. I started a 3 year Sports science degree and soon found a role as a fitness coach. On completion of my degree I became a team leader, that’s when my ambition to learn every part of the industry and climb the managerial ranks began.

“I worked my up through the ranks in the fitness industry, mastering all positions including fitness coach, personal trainer, team leader, operations manager, sales manager to general manager. After a successful 12 years in the fitness industry I thought it was time for a new venture, something I could really get my teeth into.”

“A year later an opportunity for Centre Manager came around with The Original Bowling Company. I knew little about it other than its reputable recognisable brand. After researching the company and interviewing for the role I felt an excitement inside that I hadn’t felt since I first walked into the fitness industry years ago - a buzz like a child that had just been told they were going to Disneyland. I knew this was the role for me.

“I was given centre manager responsibility at Hollywood Bowl Leeds - one of the biggest centres in the portfolio with so much potential to unlock. My integration into the business was fantastic. I spent four weeks on the job training with four very experienced centre managers, before a week in my centre with my mentor - the best start anyone could hope for.

Running a bowling centre is fantastic; every day is very different as there are several businesses within a business. I soon realised that there are many levers to pull in what is a very complex business. I needed more than skill, experience and motivational energy, so I went about seeking them from the leaders (wizards) in our business. The Original Bowling Company has an exceptional external support system. Nothing is too much for them. They encourage fresh ideas and invest time into developing you to become an exception leader. Exciting opportunities always come up, as long as I want to achieve, the company will encourage my growth.

I am excited about how I can make a difference to my teams performance but more importantly, how I can create the best experience possible for every person that walks through the doors!”

If you’re looking for a new and exciting role that gives you more variety, challenges and more opportunity than ever before, The Original Bowling Company is definitely the #PLACE2B.
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Report questions influence of BP

With ongoing scrutiny of oil companies’ funding links to major institutions such as the British Museum, campaign group Art Not Oil has published new information on what it describes as the “corrupting influence” of BP over national museums and galleries receiving its sponsorship in the UK.

The in-depth report, which draws upon hundreds of emails, documents and correspondence released through the Freedom of Information Act, revealed alleged interference in curatorial decision making and museum security from BP.

National institutions such as the British Museum, National Portrait Gallery, Tate and Science Museum have all been named in the report, which Art Not Oil says compromises “their stated values and independence in order to meet BP’s demands.”

BP has responded to Art Not Oil’s report, stating that the oil giant “never seeks curatorial influence” and provides “nothing more than funding” to its select institutions, though some of the documents included seemed to paint a different picture.

One email quoted in the report appeared to suggest the British Museum was seeking approval from BP over an acquisition for its Indigenous Australia exhibition.

The report also called into question security procedures at sponsored institutions, with emails showing senior staff from BP’s cultural partners attended a collaborative security meeting at BP’s offices on measures for addressing anti-oil protests, including the sharing of intelligence on protest groups and activities.

Details: http://lei.srta=b9v7g_O

Stars align to support Design Museum

Stella McCartney, Thomas Heatherwick, David Adjaye and Antony Gormley are among the designers, artists and architects whose time or work has been auctioned to fund the creation of a new home for one of the world’s biggest design museums.

The sale, hosted by auction house Phillips, raised over £1.1m towards the renovation costs of the Design Museum’s forthcoming building in Kensington, London.

A total of 55 pieces were sold, with Gormley’s Small Spall III sculpture selling for £158,500 – the highest bid received.

Three marble tables designed by Dame Zaha Hadid before her death in March sold for £106,900 and an outdoor installation called Solar Clock by Adjaye raised £110,500.

Jonathan Ive, chief design officer at Apple, created a gold-coloured iPad which sold for £50,000 and Olympic Cauldron designer Thomas Heatherwick donated a bronze version of his Spun chair, which sold for £60,000.

The opportunity to meet McCartney at her flagship store in Mayfair for a one-to-one over tea or cocktails sold for over £5,000. Norman Foster, Herzog and de Meuron, Ron Arad, Antonio Citterio and Nendo were among the other big-name architects and designers who donated their work for the auction.

“The Design Museum is fortunate to have had the support of so many of the world’s leading designers, architects, artists, collectors and galleryists in making a huge contribution towards the success of the fundraising campaign,” said Deyan Sudjic, director of the museum.

Details: http://lei.srta=C5t8e_O

Heritage theme park Dreamland unveiled its new Only Fools and Horses exhibition themed around an episode of the show filmed nearly 30 years ago.

Featuring a range of props and costumes from the cult BBC series, Only Fools and Horses: The Jolly Boys’ Outing exhibition includes a range of items and displays such as Del Boy’s flat, his bedroom and the iconic Reliant Regal Supervan III.

Taking place in Dreamland’s 1920s-built Ballroom and Foyer, the exhibition is based on the 1989 Christmas Special, titled Jolly Boys’ Outing, where characters travelled to Margate and visited Dreamland.

Details: http://lei.srta=x9y6b_O

As the virtual reality market continues to hot up, Facebook has hired a dedicated team of experts based in London as Mark Zuckerberg aims to become a global leader in the emerging technology.

Following Zuckerberg’s £1.4bn purchase of Oculus in 2014, the UK office will be the company’s first in Europe, with former Google senior engineer Mike LeBeau heading up the London office.

Via LinkedIn, 12 Oculus workers are listed as working in the UK office, eight of those joining in the last six months. Facebook also has a strong presence in London, with its satellite site there the largest outside of the main US offices.

“This really is a new communication platform,” said Zuckerberg in 2014 following the purchase of Oculus. “By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures.”

Oculus released its Rift headset in March.

Details: http://lei.srta=W2G8T_O

Only Fools and Horses exhibition at Dreamland

Mark Zuckerberg launches dedicated London VR office
What are your clients saying about you?

JO GOODMAN
sales and marketing director at Habia

Do you really know what clients are saying about your business when they walk out of your door? Did they have an enjoyable experience that they will share or one never to be repeated?

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The nature of our business means that people looking for a new therapist or stylist often ask those who are closest to them for recommendations. Previous research has indicated that as many as 92 per cent of consumers say that they would trust word-of-mouth recommendations given to them from their friends and family above all other forms of advertising.

Despite this, the majority of salons and spas still do not offer incentives to their customers in return for referrals.

But such referral schemes are by no means the only tool at your disposal. One of the first places prospective new clients look is the internet, so an attractive website is key. But also look at how you can leverage the ever-growing popularity social media, which offers the advantage of allowing clients to post reviews and photos of their experience.

As in any industry, it pays to be proactive rather than reactive. The days when you could just sit back and wait for business to come to you are long gone. To achieve success in the modern market, you must be ahead of the competition.

A helpful starting point is an in-house guest experience survey, not forgetting to talk to clients about their experience.

As a salon owner we can be too close to our businesses and need to take a step back. Encourage clients to talk candidly, react to what they tell you and make the changes before it’s too late.

SPA & WELLNESS

EF Medispa moves beyond London

Medical spa group EF Medispa announced in May the launch of its first franchise outside London.

EF Medispa Bristol specialises in advanced aesthetic treatments, and also includes wellness services, fitness classes, a juice bar and a Drip and Chill Lounge, where customers can receive vitamins and nutrients via IV or intramuscular shot.

Launched a decade ago by founder Esther Fieldgrass, EF Medispa has clinics in the London neighbourhoods of Kensington, St John’s Wood, Canary Wharf and Chelsea. Elena Hunt is the franchise owner for the new Bristol location.

“We are delighted to be launching the first franchised EF Medispa flagship clinic in Bristol, and with Elena at the helm, I am sure it will be a great success,” said Fieldgrass.

“This clinic will offer the same selection of award-winning therapies that we provide to our clients in London, but is also more of a lifestyle concept, with various wellbeing services available – perfect for Bristol’s vibrant and individual culture.”

The menu includes bespoke peels and facials, anti-wrinkle injectables, advanced anti-ageing laser treatments, as well as lifting, tightening and weight-loss body treatments.

“To be part of the prestigious EF Medispa brand is amazing,” said Hunt. “It means we have access to the best technology and knowledge in the medispa industry, as well as an unrivalled treatment menu.”

Details: http://lei.sr?a=g8v9K_O

Mandara Spa in global celebration

Mandara Spa, a division of global spa provider Steiner Leisure, is celebrating 20 years in business this year with special offers, seminars, classes, a charitable programme and a world tour anchored by a Balinese healer.

Mandara has grown from its first spa opening in Bali in 1996 to a global spa brand with its footprint in four continents, 22 cities and two cruise ships. President and COO of Mandara Spa Asia Jeff Matthews has been an integral part of the brand since its inception.

“Celebrations are a wellspring of life and a benchmark of longevity,” said Matthews. “Turning 20, the Mandara Spa brand is youthful, accomplished and has staying power. Twenty has never looked better on any spa brand.

Thomas Gottlieb, founder of Mandara Spa, was at the forefront of launching the brand before Steiner acquired it 14 years ago.

“This celebration is about a dream and a dream team,” said Gottlieb. “A spa brand conceived in a dining room in Batu Jimbar and a global spa industry leader that nurtured it to the phenomenal concept it is today. The dream is now being celebrated. May Mandara Spa continue on its journey.”

As part of the 20th anniversary celebrations, Mandara will be launching a world tour with Balinese healer Guru Made Sumantra, who will visit six countries in four months to introduce energy and yoga healing, and to “bring Bali and Balinese healing to the world.”

The schedule includes stops in Kuala Lumpur, Dubai, Abu Dhabi, London and the US.

Details: http://lei.sr?a=Z8f6V_O
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It is my pleasure to say that 2016 is already off to an exciting start with Pulse named as a finalist in the Supplier of the Year category at this year’s ukactive & Matrix Flame Awards, many significant contracts on the books, new product launches and an ever growing team – I am excited at what the future of the company holds.

It is 36 years since the business was founded and we are still continuing to grow and develop, by listening to our customers, tapping into fitness trends and taking stock of where we can add value to the industry. We will continue to ensure Pulse can offer fantastic value for money and bespoke long-term solutions and with a number of exciting new contracts and product launches in the pipeline it’s an exciting time to be part of the growing Pulse team.

We have made a number of key appointments already this year to support the growing demands of the business and invest in key areas of support and development. Dean Hogan was appointed as National Contracts manager to oversee the operation of three brand new soccer hubs as part of Pulse’s recent contract with the Football Association, whilst roles were filled within the International and UK sales divisions. Our head office support team has additionally benefited from more resource.

Colleagues Jake Saunders and Ben Steadman have also taken on new roles heading up our new Sport & Performance division, an exciting new addition to the Pulse brand and one I am sure will lend us new opportunities within the growing sport and performance sector. Newly appointed Director of Education Neil Mosley will be creating opportunities in the education sector and overseeing further growth with customers such as King’s College London, Goldsmiths University and University of London. As former Director of Sport at Imperial College, and with extensive links in higher education I am delighted to add his experience and expertise to the Pulse team.

As well as building on our employee portfolio we have also taken this opportunity to refresh and modernise our brand as a whole, creating a clear company strategy for 2016 and beyond. Pulse Design & Build, Pulse Fitness, Pulse Solutions and Pulse Soccer are clearly defined as businesses in their own right to allow unhindered growth and business dexterity. The rebrand allows each division to focus on their long term goals whilst retaining the company expertise and heritage.

The past year has seen us provide a wide range of solutions from equipment installations to design and build projects and operational services. Pulse has been appointed leisure equipment partner to Walsall Council for the next four years, a significant contract for the business, and we are continuing to strengthen our existing relationship with Barnsley Premier Leisure with a new installation at Fitness Flex Mansfield. A state-of-the-art transformation at Phoenix Pool in Suffolk is also currently taking place utilising expertise from three of the Pulse divisions, and a new partnership with Chesterfield Borough Council has seen Pulse provide complete equipment solutions to two sites in Chesterfield.

I’m also delighted to announce Dame Kelly Holmes as our new ambassador. Dame Kelly’s dedication as an Olympic athlete matches our own brand values, and as a British organisation we look forward to forging a highly successful partnership with this British sporting legend. This is a hugely exciting and prosperous time for Pulse – our 36-year heritage demonstrates our wealth of experience and we are now on a journey to shout about our success to the public, with Olympic medal winning Dame Kelly Holmes as the perfect ambassador to profile our brand.

Healthy regards,

Chris Johnson
Managing Director of Pulse
Pulse Fitness combine function with aesthetic in launch of new strength and plate loaded equipment lines

Our new Strength and Plate Loaded lines are the ultimate in high performance, comfort and durability combined with a beautiful aesthetic look. The Plate Loaded line includes a comprehensive 10 pieces with black upholstery upon a black frame. The Strength line encompasses 26 ultra-modern stations, each with an enclosed weight stack, easy to clean carbon covers and smooth feel handgrips. Every station includes clear workout instructions and illustrations as to which muscles are being trained. The new range comes complete with premium double stitched upholstery options and is available in either crystal white gloss or dark silver.

Pulse creates new Sports Performance division

A new Sport and Performance division of Pulse has been created aimed at expanding and building on the success of Pulse’s Ministry of Defence business, where the company has been providing industry leading strength and conditioning solutions for the last four years. In response to a growing trend and demand for this type of solution, particularly within education and elite sport, the new Sport and Performance division offers the opportunity to take a new portfolio of products and bespoke solutions to the commercial market. A new partnership with EXF Perform Better Europe offers made-to-measure rigs and integrated racks to fit any space, whilst distribution of the Trueform running trainer – a self-powered treadmill made hugely popular in the USA through Crossfit – means the division is at the forefront of cutting edge technology and bespoke functional and performance solutions.

The new Versus and Trixter Virtual Reality

Pulse are proud to announce the addition of two new products to our ever growing interactive portfolio; the Versus and The Trixter VR taking the interactive product range up to 14.

Versus:

The brand new Versus uses unique virtual trainer software and advanced motion tracking technology to track and score exercise against personal best scores or a fellow gym goer.

Both form and motion are tracked and continual feedback displayed to ensure a safe and optimal workout. The interactive technology also allows users to challenge friends across social channels making the new Versus the most interactive and intuitive product of its kind.

Operators are also able to select the type of in-built rack and weight system they prefer, using existing gym weights or brand new ones, with each rack accommodating up to 10 dumbbells and 5 kettlebells.

Trixter VR

The new Trixter Virtual Reality is the world’s first fitness gaming bike to showcase facial recognition to log user workouts and gives a unique 360 virtual cycling experience over an array of environments.

It features real feel gears, handlebars, pedals and seat sensors and a 23-inch screen displaying an unparalleled picture and gaming quality.

Most crucially, the new Trixter showcases VR software and VR headset to give a totally immersive cycling experience and facial recognition to store results centrally, track progress and race against yourself or others – a world first for fitness.

Our in-house team are able to retro fit existing Trixter bikes so they become newly fitted with VR capability, with all service issues and software downloads managed remotely via the cloud.
Pulse service promise guarantees complete operational efficiency 24/7 for Chesterfield Borough Council

A new partnership with Chesterfield Borough Council has seen Pulse kit out the fitness suites at the Healthy Living Centre and the brand new Queen’s Park Sports Centre, providing a fully inclusive five-year warranty, online service portal and dedicated service promise on more than 200 stations of new Pulse equipment.

Pulse provided the council with a complete equipment solution, bespoke to the space and requirements of each centre, with 50% of the stations across the two sites IFI accredited. An added value support package incorporated training, marketing support, 2D layout advice and 3D design.

Since installing the new equipment, the council has gained 1,000 new members across the two facilities in just three months. The new equipment has also been well received with more than 80% of members commenting on how easy it is to use the kit.

Pulse creates personalised state of the art gym at Gaia Spa

Pulse were recently awarded a contract to create the fitness suite at the luxurious and stylish Boringdon Hall Hotel in Plymouth. This premium project was part of the Gaia Spa, which opens Summer 2016 offering guests and Gaia Spa members access to the very best health and wellbeing facilities.

Drawing on their expertise from previous hotel installations, Pulse were able to create a premium facility in keeping with the hotel’s luxury status. Pulse installed equipment of the highest specification, including ten pieces of cardiovascular equipment from Pulse’s Series 3 Fusion cardio line and eight pieces of Evolve strength equipment, as well as free weights and bars.

As part of the installation Pulse also designed personalised branding depicting the Gaia Spa logo for all of the machines, and created a pre-sales marketing suite with example equipment for visitors to trial.

Tenth Barnsley Premier Leisure Club benefits from a Pulse solution

A partner for eight years, Pulse were once again delighted to work with Barnsley Premier Leisure (BPL) to transform and upgrade the leisure facilities at Fitness Flex Mansfield. In just a few weeks Pulse has completely transformed the facility, trading in £10K of old equipment before installing new state-of-the-art lines.

The gym at Fitness Flex Mansfield now has 42 pieces of cardiovascular equipment from the Series 2 and 3 Fusion cardio line incorporating treadmills, lateral trainers and elliptical trainers, as well as a large free weights area that offers six pieces of plate loaded equipment, 21 strength stations and a bespoke functional training rig. All of the equipment has been designed by Pulse’s in house team with vibrant red upholstery, which compliments the bold purple brand colours of Fitness Flex.

Pulse’s relationship with BPL has gone from strength to strength, having worked with the organisation since 2009 and Fitness Flex Mansfield is the tenth site in the BPL portfolio to benefit from innovative equipment supplied by Pulse.

KEEP IN TOUCH:  pulseglobal.com | PulseFitnessWorldwide | PulseWorldwide

TOTAL LEISURE SOLUTIONS
Work begins to turn Phoenix Pool into a state-of-the-art facility for all

Pulse have been tasked by Great Yarmouth Borough Council and Sentinel Leisure Trust to transform the existing Phoenix Pool into a state-of-the-art leisure centre.

Supporting the council’s vision to improve and modernise sport and leisure facilities and boosting health and fitness provision in the local area, Pulse Design & Build – the dedicated construction division of the Pulse group – will be responsible for all building work. Pulse’s equipment arm – Pulse Fitness – will create an impressive fitness space with a spacious layout and that is fitted out with the latest high performing equipment.

As part of the contract, Pulse will also provide comprehensive product training and a full warranty with equipment refreshes every five years. Pulse’s dedicated operational support service – Pulse Solutions – will also be responsible for all sales and marketing.

The centre is due to officially re-open Sept 2016.

£4m redevelopment begins at Clowne Sports Centre

In February this year, Pulse were officially announced as Bolsover District Council’s strategic leisure development partner.

The contract – which has a value of £4m - sees Pulse working in partnership with the council to redevelop, design and enhance the facilities at Clowne Sports Centre.

Pulse Design & Build will be creating a brand new extension which will consist of a 25m swimming pool, a children’s pool and flume ride, a children’s play kingdom and brand new changing rooms. The extension will be a total of 196.1sqm and will also include a new café.

As well as the new extension, Pulse will be refurbishing the existing facilities, extending the fitness suite to 100 stations. The gym will be equipped with brand new Pulse equipment and a bespoke functional rig. The site is set to receive two brand new dance studios and a spin studio kitted out with 20 Keizer bikes.

The new facility is set to open its doors to the public in January 2017.
London’s new justice-themed hotel

Guests staying at a luxury boutique hotel in London can enjoy a cocktail in the cramped courthouse cells once inhabited by the Kray twins, two of the most notorious gangsters in the city’s history.

The newly-opened Courthouse Hotel in Shoreditch is located in a Grade II-listed building which was previously the Great Marlborough Street Magistrates Court.

The themes of crime, punishment and justice are embedded into the hotel’s design, particularly in the bar. Here, three of the courthouse’s 5ft x 15ft cells have been preserved and transformed into VIP booths. The heavy metal reinforced doors have been maintained and the original cell benches provide a place for up to eight guests to sit and socialise.

Elsewhere in the hotel, iron bars from the prison separate the lobby lounge from the bar, and a restaurant is located in the old Court Room – complete with the original dock, judge's bench and witness stand. Another courtroom is now a private member’s club.

The court was established in the late 1700s and was the second oldest of its kind in the UK. The current building was created by police architect J.D. Butler in 1913. Over its lifetime, celebrity defendants at the court included John Lennon, Keith Richards, Mick Jagger and Johnny Rotten. The Kray twins appeared there for their first hearing in 1965.

Details: http://lei.sr?a=w6c3a_O

De Niro plans Covent Garden boutique

Hollywood legend Robert De Niro is planning an 83-bedroom boutique hotel in London's Covent Garden.

The actor has partnered development firm Capital & Counties Properties (Capco) and hospitality operator BD Hotels for the project, called The Wellington Hotel.

A planning application has been submitted to Westminster City Council for consideration. The proposed hotel, designed by Kohn Pedersen Fox, would span six adjacent buildings within the Covent Garden Conservation Area, three of which are Grade II listed.

Spa facilities, two restaurants, a café and a members’ club would be built around a central courtyard conservatory.

The buildings’ historic façades would be retained and incorporated into the new hotel to create a new space – a strategy that De Niro and business partners Ira Drukier and Richard Born used for The Greenwich Hotel in New York’s Tribeca district.

“London is one of the most exciting and cosmopolitan cities in the world,” said De Niro. “It makes perfect sense to develop a hotel that represents all of that in the heart of this city in Covent Garden. The Wellington Hotel would honour the heritage of the area, while bringing the best of what we’ve done in New York to London.”

Sarah-Jane Curtis, director of Capco Covent Garden, added: “Robert De Niro and BD Hotels have emerged as the world’s leading luxury hoteliers, so The Wellington Hotel is a hugely exciting prospect for London which continues to see strong demand for inventive boutique retreats.”

Details: http://lei.sr?a=H2S8s_O

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Ards and North Down Borough Council

Expression of Interest for leisure activity business opportunity

Ards and North Down Borough Council invites interested organisations to submit an Expression of Interest to develop or operate, or develop and operate an indoor leisure facility as part of the proposed replacement Ards Leisure Centre in Newtownards, County Down.

This is a new and exciting opportunity for the Council to explore a wide range of family leisure facility options which would ultimately enhance the proposed replacement Ards Leisure Centre and complement the existing Council provision in the borough.

We invite interested parties to engage with us to help us understand the current market. All information received at this stage will set the agenda and influence the design of the procurement package and process.

The Council wishes to:
- engage with external organisations that have the commercial expertise and experience to deliver a project of this kind
- examine the range of possible operating models
- gauge the level of interest in commercial input to fit-out the interior shell space and/or operate the facility thereafter

Expression of Interest prospectus and questionnaires are available:
- to download online, www.ardsandnorthdown.gov.uk/current-tenders
- by email, contact gayle.wilson@ardsandnorthdown.gov.uk

Please note that your completed questionnaire is to be returned by post or email by Friday 17 June 2016 to ensure Council’s consideration of your organisation’s proposal.

Ards and North Down Borough Council does not bind itself to accept any or all expressions of interest for inclusion on a list, or to be bound to invite quotations from any or all of the applicants.

Stephen Reid
Chief Executive

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A
as we all recognise, sport and
physical activity profession-
als should keep their skills
and knowledge up to date and
extend their expertise wherever possible. This is vital to raise the standing of our
sector and get the credibility we deserve.

This is why CIMSPA is introducing a new policy requiring all members to undertake
a defined amount of continuing profes-
sional development (CPD) each year.

The move is fundamental to our plans to professionalise the workforce in line with the
government’s demands, outlined in the
December 2015 sports strategy, which was
most recently reinforced by Sport England’s
Towards an Active Nation strategy.

It also brings us in line with other
chartered institutes in management and
public health with which we are devel-
oping relationships. These bodies require
personal CPD from their members and
expect other institutes they partner
with to demonstrate similar commitments.

Under the new policy, all members
must complete 10 points of CPD per
membership subscription year, at a level
relevant to their membership category.

We have vastly expanded our manage-
ment face-to-face CPD offer with more
dates, subjects and locations, as well as
new exercise and fitness stream-specific
choices. These will be delivered by the
growing stable of CIMSPA skills develop-
ment partners. At the same time, we’re also
developing an online learning programme,
due to launch later this year. Many of the
courses will be free to members and those
in chartered membership, and will count
towards CPD requirements. This is a clear
and progressive benefit to our members.

The start date for this requirement
depends on your membership category
and the date you joined CIMSPA, but
for most, will take effect from renewal
dates after 1 August 2016. This is a critical
step in our evolution as a chartered pro-
fessional body and for the recognition
of professionals working in our sector.

### Sport England backing for CIMSPA

Sport England has pledged to work with
CIMSPA to produce a new workforce strategy
by the end of 2016 as it seeks to crank up efforts
to professionalise the physical activity sector.

Sport England’s new strategy aims to implement recommendations made
in the government’s Sporting Future
strategy to work with CIMSPA in creating a framework of sector skills, formal-
ising career development pathways
and improving the quality of CPD offerings.

Speaking to Leisure Opportunities
ahead of the report’s publication, Sport
England CEO Jennie Price said the quango
will be funding CIMSPA to produce
a new workforce strategy, but said the
extent of that funding is still to be decided.

“If you look at the recommendations made
in the government strategy about how we work
with CIMSPA, we’ve essentially accepted all
of those and this is reflected in our detailed
strategy,” said Price. “I think this will be widely
welcomed by the sector. It’s absolutely vital that
we create a comprehensive skills framework,
form a proper career development pathway
and generally increase the professionalism
of the sector to drive up standards.”

The announcement brings greater clarity to
what has been a challenging 24 months for
the sector as CIMSPA and SkillsActive have
been at odds over the direction of workforce
development, with several big name employ-
ers calling for change in the form of new skills
standards being established under CIMSPA.

Reacting to the Sport England strategy,
CIMSPA chief executive Tara Dillon
said the new direction is “great news”
for sport and physical activity professionals.

“Not only does it direct funding into
tackling physical inactivity, it also reaffirms
Sport England’s support for CIMSPA in pro-
fessionalising the sector and delivering a
workforce that is fit for purpose,” said Dillon.
Details: http://lei.sr?a=d9G4Z_O

### Group fitness body aiming high

A new body representing the group
fitness market has laid out ambitious
growth targets as it bids to make
group fitness the UK’s workout of choice.

FitGroupUK, a body of stake-
holders involved in the group
exercise industry, will stage its inau-
gural Summit this summer with a
to view to realising the full potential
of the group fitness sector. With an
estimated five million people cur-
rently taking part in group fitness,
FitGroupUK wants to double
this figure in the next five years.

Ross Perriam, CEO of the
Exercise, Movement and Dance Partnership
(EMDP) – which has been instrumen-
tal in getting FitGroupUK off the ground –
told Leisure Opportunities the body will
“cast the net wide” to align a broad range
of bodies behind the bold ambition. This
includes reaching out beyond the fitness
industry to major retailers such as Tesco,
Asda, Sports Direct and TV shopping
channels, as well as anyone else who has an
interest in growing the group fitness sector.

“There is a far bigger market out there that
is ready to engage with the group exercise
sector,” said Perriam, who acknowledged the
sector had aimed high with its target in order
to achieve the maximum growth possible.

“Instead of competing with each other
for the five million existing participants, we
should work together to understand how
to unlock access to the 47 million adults
not currently taking part in group fitness.”
Details: http://lei.sr?a=t5V6j_O

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**CPD is key to raising sector standards**

**TARA DILLON**

is chief executive of CIMSPA

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- BSc (Hons) Sport and Exercise Science
- MSc Health Rehabilitation and Exercise
- BA (Hons) Sport Business Management
- BA (Hons) Sports Development and Coaching
- FDA Sports Officiating
- BA (Hons) Sports Development and Coaching
- MSc Health, Exercise and Wellbeing
- BA (Hons) Sports Marketing
- BA (Hons) Exercise, Health and Fitness Management

Company: Lifetime
Location: Nationwide, UK
- Personal Training Diploma
- Lifetime PTA Global Maxima
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Company: Focus Training
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Company: Human Kinetics
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- High-Performance Training Sports Online CE Course
- Bodyweight Strength Training Anatomy CE Course

Company: Origym
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We are seeking to appoint an inspirational Fitness Instructor/Personal Trainer to assist with the day to day running of the ‘state of the art’ Sports Centre. The successful candidate will be responsible for carrying out gym inductions, teaching classes and personal training for members and MSJ pupils. Applicants must have a passion for Health & Fitness and have a real desire to help others reach their goals and live rewarding healthy lives.

The successful candidate should possess excellent communication and customer service skills with previous experience of working in a fitness team. A Sports Science Degree or National Certificate in Fitness Instruction & Personal Training (REPS Level 3 minimum) with a current First Aid qualification is essential.

Closing date: 17 June 2016 4.00pm Interviews: From 21 June 2016

Application forms and further details may be obtained from the website www.malvernstjames.co.uk or from Mrs Alison Barber, Office Manager, by emailing recruitment@malvernstjames.co.uk or telephone 01684 892288.

Malvern St James is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure Barring Service clearance at enhanced level.

**Fitness Instructor / Personal Trainer**

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52 weeks per year

You will work closely with the Centre Manager, assisting with developing and implementing the Centre’s business and service plans with a view to ultimately providing the best customer service possible.

You must have at least two years’ supervisory experience in a relevant environment or degree in Sports/Leisure/Recreation/Culture along with a thorough knowledge of health and safety requirements. You must be able to demonstrate a high level of literacy and numeracy with a sound understanding of budgets and financial management.

Marketing and promotional skills are also essential as are leadership and team building skills. A relevant professional leisure qualification and practical knowledge and understanding of quality systems would be beneficial.

Further details on our website at www.gedling.gov.uk, or Personnel Services on 0115 9013864 (24 hour answerphone)

Closing date for completed applications is Friday 24th June 2016

**Tennis Development Coordinator**

Full-time | £19,000- 22,500

An exciting opportunity to coordinate delivery of a new programme of tennis at Finsbury Park. The role is designed to deliver and coordinate a programme of tennis activity in Finsbury Park and the surrounding areas in Haringey, Hackney & Islington. This will involve targeted outreach delivery work within the local communities with delivery in key tennis partners, schools engagement, and by working closely with underrepresented groups. Support/develop an exciting Finsbury Park Tennis programme Coordination and Delivery of the ‘Tennis for all Programme’; a community tennis outreach and development programme.

Engage with local people, sports/youth clubs and local community groups to increase tennis participation.

**Women & Girls Community Sports Coordinator**

Full-time | £183,330 - 22,500

The focus of this role is to increase the participation of women and girls in Sport and physical activities. You will support the delivery of the Access to Sports Project’s three key areas of delivery: sports coaching programmes, sports leadership & coach education, and supporting the development of local sports groups with a particular focus upon engaging girls and women through a range of programme delivery. Applications from female coaches & instructors are particularly welcomed

**Project Support Worker**

Full-time | £18,330

This post will support the delivery of the Access to Sports Project’s programmes of delivery in Islington, Haringey and Hackney. The key focus of the job will be supporting the administration of our 3 key work programme areas: sports leadership & coach education programmes, sports coaching programmes and supporting local voluntary community group.

To find out more about the posts and to receive an application pack contact: 020 7686 8812 info@access2sports.org.uk

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Two days a week spread over four days. Interview dates TBC.

Closing date for both roles: 6th June 2016.

For an informal discussion on any of the roles please contact Peter Hybart CEO Cricket Wales on
07812 191890 or peter.hybart@cricketwales.org.uk

For more details and to apply go to our website to send us your cv and covering letter.
[www.cricketwales.org.uk](http://www.cricketwales.org.uk)

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web: ETHOS.co
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Company: Legacy Leisure
Location: Exeter, UK

Assistant Spa Manager
Company: Myoka Spas
Location: Malta

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

Duty Manager
Company: Oxford Brookes University
Location: Oxford, UK

Assistant General Manager
Company: The Gym Group
Location: Dagenham, UK

Assistant General Manager
Company: The Gym Group
Location: London Waterloo, UK

Strength & Conditioning Coach
Company: University of Nottingham
Location: Nottingham, UK

Team Leader
Company: Everyone Active
Location: Epping, UK

Recreation Attendant
Company: Everyone Active
Location: Staines, UK

Swim Teacher
Company: Everyone Active
Location: Melton Mowbray, UK

Membership Sales Advisor
Company: énergie group
Location: Northampton, UK

Senior Graphic Designer
Company: Zephyr Creative
Location: Cornwall, UK

Sport Assistant Manager
Company: The Hawthorns School
Location: Bletchingley, Surrey, UK

Fitness Manager
Company: Club Tows
Location: Bedford, UK

Sales Manager
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Beauty Therapist
Company: The Wellbeing (London) Co
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Company: énergie group
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Company: énergie Group
Location: Fulham, UK

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Fitness Instructor
Company: Malvern St James School
Location: Malvern, Worcestershire, UK

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Location: Harrow, London, UK

Assistant Club Manager
Company: Tudor Park Marriott Hotel
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Duty Manager
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Swimming Instructors
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Project Support Worker
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Location: London, UK

Community Sport Coordinator
Company: The Access to Sports Project
Location: London, UK

General Manager
Company: The Original Bowling Co
Location: Nationwide, UK

Tennis Development Coordinator
Company: The Access to Sports Project
Location: London, UK

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Location: Various locations, UK

General Manager
Company: Xercise4Less
Location: Various locations, UK

Personal Trainer
Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant
Company: Xercise4Less
Location: Various, UK

General Managers
Company: The Gym Group
Location: Various locations, UK

Beauty Therapists
Company: Center Parcs Ltd
Location: Bedfordshire, UK

Beauty Therapists
Company: Center Parcs Ltd
Location: Wiltshire, UK

Spa Therapist
Company: The Scarlet Hotel
Location: Cornwall, UK

Spa Therapists
Company: Myoka Spas
Location: Malta

Assistant Spa Manager
Company: Celtic Manor Resort
Location: Newport, South Wales, UK

Spa Trainer (Maternity cover)
Company: Celtic Manor Resort
Location: Newport, South Wales, UK

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

Nail Technician
Company: Celtic Manor Resort
Location: Newport, South Wales, UK

Business Dev Manager
Company: ESPA International
Location: Across Asia Pacific

Spa Therapists
Company: Hand Picked Hotels
Location: Various, UK

Spa Therapist
Company: Lifehouse Spa and Hotel
Location: Essex, UK

Senior Brand Manager
Company: Alton Towers Theme Park
Location: Staffordshire, UK

Sky Trail High Ropes Manager
Company: Adventure Experience
Location: Chingford, London

Business Dev Manager
Company: Alton Towers Theme Park
Location: Staffordshire, UK

Retail Supervisor
Company: Sea Life
Location: Weymouth, UK

Pier Controller
Company: The Eye Brand
Location: London, UK

General Manager
Company: British Airways i360
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Will Hyperloop revolutionise leisure?

Hyperloop One, the firm racing to build the world’s first Hyperloop high-speed transport system, has partnered with Arup, AECOM and Bjarke Ingels Group (BIG) to realise its ambitions.

The announcement was made this month (11 May) as the company, formerly known as Hyperloop Technologies, attempts to prove its futuristic goals have a solid basis in reality and can revolutionise the worlds of transport, business and leisure. In addition to the partnerships, it has raised £55.5m in Series B funding, as well as continued Series A investment.

The Hyperloop is a tube-based transport system in which pressurised capsules travel on an air cushion, driven by linear induction motors and air compressors, at speeds of up to 760mph (1,200 km/h). The concept was proposed by Canadian-American entrepreneur and engineer Elon Musk in 2013, firing the starting gun on a technological race to realise the concept.

BIG and Arup will work on the design of the new system, while global engineering firm AECOM will support a feasibility study conducted by Arcutan Sustainable Cargo. Rob Lloyd, CEO of Hyperloop One, said: “We will work alongside these world-class partners to redefine the future of transportation, providing a more immediate, safe, efficient and sustainable high-speed backbone for the movement of people and things.”

A major goal for Hyperloop One is to “create a fifth mode of transport that will connect distant cities to form dynamic and efficient economic super-regions” – a vision which has major connotations for the leisure industry. Details: http://lei.sr?a=8r7R6_O

1Rebel: Workout commuter buses

Continued from front cover

Speaking about the audacious idea for group cycling buses designed to help fitness fans make the most of their commute, 1Rebel co-founder James Balfour said: “We want to break the monotony of the soulless commute and offer people a more fulfilling experience by adding our popular Ride class into their morning routine.”

Balfour hopes securing an agreement whereby the vehicles can use bus lanes, will make it a no-brainer for commuters, both in terms of grabbing a morning workout and cutting travel time.

1Rebel is currently calling for registrations of interest on its website and will collate the data to help decide how many bus services it should run and from which locations around London. The operator plans to end journeys at its St Mary Axe 1Rebel studio in the City, where participants will be able to have a shower and a pre-work smoothie.

“We still have a few hurdles to clear in terms of health and safety, but we’ve had incredible enthusiasm for the concept so far and we’re convinced it will be a hit,” added Balfour. Details: http://lei.sr?a=H9K9t_O

The Hyperloop concept has been proposed by entrepreneur Elon Musk