

## Growth in sport sector outpacing rest of the economy

By **Tom Walker**

Growth in the sport sector has outstripped the English economy as a whole over the past two decades, according to a report by Sport England.

The *Economic Value of Sport in England*, published on 14 August, suggests the sport economy's annual contribution has reached £16.67bn, an increase of 140 per cent in real terms between 1985 and 2008.

The report also shows that a major factor in the sharp increase in announced developments in the past five years has been London's successful bid to host the 2012 Olympic Games.



**The majority of people in sport are employed by the private sector**

Growth between 2005 and 2008 was "driven by investment directed towards the London Olympics and a long-term Sport England

policy to increase sport participation". The report, commissioned by Sport England and carried out by the Sport Industry Research Centre

at Sheffield Hallam University, shows that consumer spend on sport in England was £17.384bn in 2008 – up 138 per cent since 1985.

The number of people with sport-related jobs has also grown, reaching 441,000 – accounting for 1.8 per cent of all employment in England.

More than 75 per cent of these jobs are in the commercial sector, with 13 per cent working in the public sector.

When comparing the value of the sport sectors across the country, London makes the largest total contribution, while per capita spending on sport is greatest in the east of England at £404.

## Search goes on for London Olympic Stadium tenant

September deadline set for prospective sports clubs to submit their proposals

By **Pete Hayman**

The Olympic Park Legacy Company (OPLC) has announced that all parties interested in securing a long-term lease to London's Olympic Stadium must submit their final bids by 30 September.

More than 100 initial expressions of interest were submitted before a deadline in an earlier stage of the process held between March and June, although the formal bidding stage still remains open to new proposals.



**The Olympic Stadium site in Stratford, East London**

West Ham United Football Club (WHUFC) and Newham Council have said that their joint bid for the venue remains

on track, while O2 Arena operator AEG Europe is also believed to be in the running.

According to the OPLC, the initial expressions of interest found that a multi-use venue with athletics facilities is backed by all prospective bidders, with a long-term lease and a reduction in capacity from 80,000 also favoured.

OPLC chair Margaret Ford said: "The stadium is at the heart of the Olympic Park and securing the most appropriate solution is crucial to our long-term aspirations."

## 'Recycled theatre' for Southwark

The Jellyfish Theatre in Southwark will become the UK's first fully-functioning theatre made entirely from recycled and reclaimed materials when it opens later this year.

The opening of the venue is part of the The Oikos Project, a mix of public art, architecture and performance.

It is the brainchild of The Red Room and The Architecture Foundation, in association with The Junction, Cambridge.

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ISSN 0952/8210

## Cycle Xtra holiday initiative launches

The new scheme aims to encourage holidaymakers in Britain to take up cycling

By Tom Walker

A partnership including the Forestry Commission England, Hoseasons Holidays and CTC Charitable Trust is launching Cycle Xtra, a new scheme to encourage more holidaymakers to take up cycling.

It aims to utilise leisure destinations where cycling can be introduced to those who would otherwise not consider cycling in their daily lives.

Various cycling activities will be on offer at five Hoseasons holiday parks in England.

Each location has been selected based on its proximity to a Forestry Commission site with access to dedicated cycling routes and facilities.

The destinations are Finlake Holiday Lodges near Exeter, Oakdene Forest Park near



Cycle Xtra is being supported by Forestry Commission England

Ringwood, Sherwood Castle Holiday Forest near Mansfield, Griffon Forest near York and Kielder near Newcastle.

There will be a dedicated Cycle Xtra officer at each site to offer holidaymakers a varied and entertaining programme.

Funding for the development of Cycle Xtra has come from

Cycling England, a non-departmental public body funded by the Department for Transport.

Transport minister Norman Baker said: "Cycle Xtra is a good example of how community-based projects can make a positive contribution by changing mindsets and people's travel habits."

## UK playground projects held up by spending cuts

By Tom Walker

A number of playground projects across the UK face cancellation following government spending cuts.

The Department for Education (DfE) is currently in talks to review the spending levels on play at 132 local authorities.

All projects, however, that are currently under construction will be allowed to go ahead and be completed.

DfE has asked local authorities to put on hold only projects where contracts have been entered into but where works have not yet begun.

A DfE spokesman said: "The coalition inherited unrealistic spending commitments for 2010-11, where funding was reliant on underspend or



The cuts won't affect projects where work has begun

additional funding being taken from reserves.

"Play is important for children and families – but investment has got to be realistic and affordable."

DfE announced on 5 July that it would reduce its

reliance on End Year Flexibility by £1bn in 2010-11.

It followed the announcement on 14 July by sending out letters to local authorities and councils setting out how the cuts would impact on playground building.

In the letter, secretary of state for education Michael Gove said: "Play has to make its contribution to tackling the deficit along with other important programmes.

"The department will be asking every local authority for information on the status of their projects.

"The cost of expenditure already incurred for completed sites will be covered, and local authorities will also be able to continue with sites where groundworks/construction has already commenced."



# Industry welcomes PM's tourism speech

David Cameron highlights tourism as 'fundamental' to the country's economic recovery

By **Tom Walker**

The leisure industry has embraced David Cameron's pledge to place tourism "at the heart of plans to ensure the UK's economic recovery".

In a key speech on tourism, given by the PM at the Serpentine Gallery on 12 August, Cameron called for tourism to be recognised as one of the cornerstones of the economy.

He said: "Quite frankly, right now, we're just not doing enough to make the most of our tourism. The last government underplayed our tourist industry. It's fundamental to the rebuilding and rebalancing of our economy."

"Tourism presents a huge economic opportunity. Not just bringing business to Britain but right across Britain, driving



David Cameron said that tourism is driving new growth in the UK

new growth in the regions and helping to deliver the rebalancing of our national economy that is so desperately needed."

The response to the PM's speech was almost universally positive, with the British Hospitality Association and the Tourism Alliance among the

associations to respond to Cameron's call.

There was one dissenting voice, however, in the form of Nick Varney, CEO of Merlin Entertainments. While "broadly welcoming" the speech, Varney pointed out that Cameron had offered little substance.

## Culture Grid opens the UK's online collections

By **Tom Walker**

More than one million objects from collections at museums, galleries, libraries and archives across the UK are now viewable online for the first time.

Culture Grid, a new initiative from the Collections Trust, is being funded by the Museums, Libraries and Archives Council (MLA) and the European Commission, and supported by the Museums Galleries Scotland.

The scheme aims to draw together information from thousands of museum, archive and library websites and



The website will display more than 1 million objects

databases and feed it to mainstream media partners such as Google, Flickr, the BBC, and Wikipedia. This increases

the information's profile and enables more people to access it. It is part of Collections Trust's efforts to reach new audiences and generate potential financial gain through image buying services.

Phill Purdy, grid manager at the Collections Trust, said: "UK collections are a rich, often untapped resource."

"The Culture Grid provides a fast, simple and sustainable way of connecting people to these unparalleled resources, allowing more people to share, enjoy and learn from collections in new ways."

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## IN BRIEF

### Spectator sports to continue at Bromsgrove

► Bromsgrove's Victoria Ground has been allowed to continue hosting spectator sporting events by Worcestershire County Council (WCC), subject to conditions. The venue is used by Bromsgrove Rovers Football Club for its home games but does not have a current safety certificate. However, it will continue to host events while the club restricts access to two stands. WCC emergency planning manager Nick Riding said: "Since the Victoria Ground is not a designated stadium, a safety certificate is not required as long as those stands are not provided to spectators."

### Bath Rugby secures Farleigh approval

► Bath Rugby has been awarded planning permission for the first phase of a scheme to transform Farleigh House, near Farleigh Hungerford, into a new headquarters for the club. The property will undergo an extensive refurbishment to accommodate all of the club's staff, with the chapel to be converted into a gym and work set to start on the construction of a training pitch.

### UK Sport announces yearly report

► UK Sport received £59.65m of government funding and a further £56.57m of National Lottery money during the financial year of 2009-10. In addition to Lottery and Exchequer funding, the agency launched an initiative called 'Team 2012' during the year, with credit card company Visa named as the Presenting Partner and offering a third income stream for British athletes from the private sector. The deal led to a further £6.5m being made available for investment in the World Class Performance Programme in the period from 2009 to 2013.

## Aberdeen stadium plans submitted

The plans for the new £40m, 21,000-seat stadium will boast a housing element

By **Martin Nash**

Aberdeen Football Club (AFC) has lodged a planning application with Aberdeen City Council to build a new £40m stadium at Loirston.

The site at Loirston Loch near Nigg was named as the preferred site for the Dons' new 21,000-seat stadium after AFC decided its current base at Pittodrie was 'outdated'.

The new development – designed by the Miller Partnership – will feature hospitality suites; facilities for the players, supporters and the wider community; club offices; car and coach parking and a club museum. The all-seater arena will have three public stands and a main stand.



The new stadium will be located at Loirston Loch near Nigg

A further proposal will see the whole stadium lit by a red glow at night.

The application would also see the club's existing stadium and ancillary buildings demolished to make way for a proposed residential develop-

ment comprising around 350 town houses and apartments.

Duncan Fraser, the club's new chief executive, said: "The exciting design will create a modern, atmospheric stadium that offers the ultimate match-day experience."

## Football League clubs secure £372m funding boost

By **Pete Hayman**

The Premier League has announced a £372m package to be shared by Football League (FL) clubs over the next three years, after a number of rule changes were agreed.

At an extraordinary general meeting, Football League members approved changes to regulations governing club finances, ownership and the criteria for grounds, as well as third party interests in players.



FL clubs will receive more cash

As a result, clubs in the npower Championship are set to secure an additional £2.2m

per season in extra revenue, with League One and League Two clubs also securing £335,000 and £225,000 per year respectively.

Premier League chief executive Richard Scudamore said: "The extra revenue coming in every season for the next three years will make an enormous difference to the individual incomes of those clubs, but more importantly will make planning for the future that much easier."

### Premier League to introduce new rules

Premier League clubs could have to prove they are up to date with payments to HM Revenue and Customs (HMRC) under new rules to be introduced in the 2010-11 season.

The competition's board will be given the power to request quarterly details showing that each member club hasn't fallen behind with payment of PAYE and National Insurance liabilities.

A prospective new club owner will be required to provide future information outlining projected finances and proving the club is sustainable for at least a year after the deal as part of the new HMRC regulations.

# £15m Fife leisure complex approved

Kirkcaldy leisure centre has been approved despite public concerns over location

By **Luke Tuchscherer**

A £15m leisure and swimming complex has been given the green light in Kirkcaldy, Fife.

Fife Council and Fife Sport & Leisure Trust are behind the scheme and the former approved the plans for the centre, to be built on the site of the Tolbooth Street Car Park.

The new leisure centre will include a 25m main swimming pool, a smaller teaching pool with moveable floor, a health suite, a full-size sports hall, a play centre, a 60-station fitness suite, a large aerobics studio, a meeting room and a café.

However, a row has erupted due to the location of the scheme, with locals fearing that a lack of parking will adversely affect the high street shops.



The centre will boast a 25m swimming pool and a health suite

The council has defended the plans though, saying that the town has adequate parking.

Local authority leader Peter Grant was quoted on STV as saying: "I am absolutely confident that when the people of Kirkcaldy really understand what it is that's being offered

to them, they'll see that it's a massive improvement on the facilities they have just now.

"Kirkcaldy's been denied an adequate swimming pool for 20 or 30 years, and I don't want to see that continuing for another 20 years. I want to see this pool built soon."

## IN BRIEF

### Stockbridge Village scheme approved

► Knowsley Council's planning committee has approved plans for a £25m regeneration project in Stockbridge Village centre which – among other facilities – will include a 20m swimming pool, state-of-the-art gym, multi-use games area and a sports hall. The scheme, clearance work for which has already started, will occupy the site of the former Heatwaves leisure centre in The Withens. Contractor Morgan Sindall has been appointed to work in partnership with the council.

### SPL clubs post £22m collective annual loss

► Scottish Premier League clubs (SPL) reported a collective loss of £22m for the 2008-09 season, according to the review of the competition carried out by PricewaterhouseCoopers (PwC). The 21st *Annual Financial Review of Scottish Premier League Football* shows that the competition has moved into the red after posting a £23m collective profit for the previous year. According to PwC, the recession has taken its toll on the competition, with net debt across its 12 members increasing to £99m. There was also a 15 per cent fall in income.

### New owners for Leicester City FC

► Thailand-based entrepreneur Aiyawatt Raksriakorn has acquired English Championship team Leicester City Football Club (LCFC) for an undisclosed sum. Raksriakorn's family owns the King Power Group, an airport duty free retailer with 76 shops, mainly located in Thailand. Last week the company agreed a three-year shirt sponsorship deal with LCFC. Raksriakorn acquired the club from previous owner, Milan Mandaric, who will stay on as the club's chair.

## Football centre for Haverhill

St Edmundsbury Borough Council (SEBC) has handed over the keys to a new £2m football ground in Haverhill, Suffolk, to the Haverhill Community Sports Association.

The local authority spearheaded the New Croft project, which will provide a new home for Haverhill Rovers Football Club and aims to help increase participation. Social facilities are also available for community hire. A ceremony was held to mark the handover of the venue on 2 August, with SEBC providing £1.4m towards the project.

A further £550,000 came from the Football Foundation and Football Stadia Improvement Fund.

## New adiZone unveiled in Barking



The concept is being rolled out in towns and cities across the UK

By **Pete Hayman**

A new outdoor multi-sport gym facility developed by sports-wear company Adidas has been officially unveiled at Mayesbrook Park in Barking by the local authority.

Olympic gold medal-winning rower Tom James helped open the adiZone facility, which has been provided by the London Borough of Barking and Dagenham with

funding support from the local NHS authority.

The 625sq m (6,727sq ft) facility includes a basketball, football and tennis area; a climbing wall; an outdoor gym and space for gymnastics, aerobics and dance.

Initially installed by Adidas in four of the London 2012 host boroughs, the concept is now being rolled out across the UK and is designed to help boost participation.



## IN BRIEF

### Upgrade for Newcastle University's gym

► Newcastle University is to invest £145,000 in upgrading its health and fitness club. As part of the upgrade, the existing cv equipment will be replaced by new kit supplied by Precor. In total, 57 new pieces of equipment will be installed ready for the new academic year and the 6,500 students that regularly use the gym. These include 20 treadmills, six upright bikes, six recumbent bikes, 20 elliptical crosstrainers and five Adaptive Motion Trainers.

### SLM retains Stratford contract

► Sports Leisure Management (SLM) has been selected to retain its contract with Stratford District Council (SDC) for the operation of the council's four leisure centres: Stratford, Shipston, Studley and Southam. SLM beat off competition from Parkwood, Nuffield and Wychavon Leisure to win the seven-year contract with SDC. The contract includes a three-year extension. A spokesperson for SLM said: "This marks the start of an exciting period for the Stratford contract. A major refurbishment of the fitness suite at Stratford Leisure and Visitor Centre will be starting imminently."

### New 'baby gym' opens in County Durham

► Durham County Council's Sure Start Children's Centre in Haswell has unveiled a new gym group for babies and children up to the age of two years old. Launched on 2 August, the Baby Gym has been established to help develop the skills of young children who are lying down, crawling or beginning to walk. The new facility offers soft play equipment and other age-appropriate toys.

## Pure Gym set to launch Smethwick site

Pure Gym opens new West Midlands site as part of its wider UK expansion plans

By **Tom Walker**

Budget club operator Pure Gym will open a new site in Smethwick, West Midlands later this month. The new gym, located at the Windmill Shopping Centre, will open its doors on 26 August and will be open to users 24 hours a day.

The Pure Gym concept is based on not having traditional membership contracts but rather offering users full access for a £15 monthly payment and a £20 joining fee.

The Smethwick gym includes a wide range of cv, strength and circuit equipment as well as a variety of group exercise classes for an extra fee. The new fitness club will also be one of the first in Birmingham



**The Smethwick club will be the group's seventh site in the UK**

to offer Bodycore vibration training platforms.

Earlier this year, the company confirmed plans to open 24 new sites across the UK over the next two years, following a £10m investment in the company. The plans were

announced after a successful fundraising effort by Magenta Partners – led by principal investor and retail entrepreneur Tom Singh. There are six sites in the pipeline, with Aberdeen, Belfast and Derby among prospective locations.

## Customer service survey launched for H&F sector

By **Tom Walker**

Research companies Leisure-net and The Retention People (TRP) have joined forces to launch a new customer service survey for the health and fitness sector.

Called The Net Promoter Score (NPS), the method will measure satisfaction and loyalty levels of members by asking just one question: "how likely is it that you would recommend our company to a friend or colleague?".



**The study will measure the satisfaction levels of members**

According to a spokesperson, the metric has been proven across more than 12 different

industries and has been directly linked to "business growth, profitability and increased use of product".

The company will host the research alongside TRP and will offer the NPS survey free of charge to more than 400 operators in order to create an industry benchmark.

Each operator will receive a complementary report benchmarking its score against both the sector and the industry average.

## £100,000 expansion completed at Chester gym

The fitness suite at the Club and Spa at Hoole Hall in Chester has been expanded following a £100,000 investment by its owner.

The gym at the £8m Club, which opened in November last year, has been upgraded with more treadmills, bikes, rowers and the installation of the Kinesis One system.

Paul Kelsall, general manager for The Club, says: "The success of our first six months has been overwhelming but we have no intention of resting on our laurels – as this £100,000 investment proves.

"We're totally committed to giving our members the best health club in the region."

## Southampton museum gets go ahead

£15m Sea City Museum project wins the approval of Southampton City Council

By **Luke Tuchscherer**

The £15m Sea City Museum project in Southampton has been given the go ahead by the city council, though the council will need to borrow millions of funds to make up a funding shortfall.

The Sea City Museum, which will feature two permanent exhibitions focusing on Southampton's Titanic story and the city's role as a gateway to the world, was given £4.6m grant by Heritage Lottery Fund in March, but still needs to find an extra £10m.

Controversially, it had planned to sell £5m of prized artwork, but this idea was scrapped and the council is now going to look towards individual donors and Hampshire County Council to make up the deficit. Councillor John Hannides, Southampton's



The Sea City Museum will be housed in a Grade II-listed building

cabinet member for leisure, culture and heritage, told the BBC: "The city council will have a look right across its portfolio of assets to see what can be used to support the project. There are no plans to raise council tax or anything of that nature, this is about raising the funds from capital receipts."

Forming part of Southampton's wider Cultural Quarter

development, Sea City Museum will be housed within a converted Grade II-listed Magistrates' Court adjoining the city's Civic Centre.

As recently reported by *Leisure Opportunities*, the council appointed the Kier Group as the contractor.

Sea City Museum is to open in 2012, the 100th anniversary of the Titanic's sinking.

### IN BRIEF

#### Themed maze opens at Drusillas Park

► A new interactive maze attraction has opened at Drusillas Park in East Sussex. Built by Leicester-based theming and design specialist Meticulous, the Eden Eye maze replaces the park's old Bug World attraction. Eden Eye is a new, sensory maze quest based on the four Elements of Earth, Air, Fire and Water. Guests will be tasked with finding a garden called Eden's Eye and the 'golden apple' growing somewhere within it. In addition to decorations and props, the maze includes interactives such as water squirts, smells and touch based triggers.

#### Highland attraction adds new rides

► Landmark Forest Adventure Park in the Scottish Highlands has opened two new attractions. The Runaway Timber Train – a compact family rollercoaster – is set on 230 metres of track and can carry 24 passengers. The Bamboozeleum is described as a "mind-boggling gallery" packed with a range of exhibits, illusions, puzzles and special effects. It allows visitors to capture their shadow, serve their head on a platter, multiply themselves in one of the biggest Kaleidospheres in the world, see their hotspots in a thermal camera image and meet their own Siamese twin.

#### Theme park sets "nude world record"

► Adventure Island theme park in Southend-on-Sea, Essex, has broken the world record for the largest number of naked people riding a rollercoaster. A total of 102 people took part in the fundraising event which was organised to generate income for the Southend Hospital Charitable Foundation's Bosom Pals Appeal.

## L'pool museums closure warning

By **Pete Hayman**

Liverpool's National Conservation Centre and Piermaster's House could shut at the end of October due to public sector cuts, said the sites' operator.

National Museums Liverpool (NML), which receives 95 per cent of its funding from the government, has been told to prepare for cuts of up to 40 per cent and has launched a petition calling for the plans to be reconsidered.

Ministers are due to reveal the findings of a spending review later this year, which will determine how much NML will have to cut.

NML director Dr David Fleming said: "Because of unfair government cuts, we are



The Piermaster House is among the sites under threat

being forced to consider the unthinkable - the closure of some of Merseyside's best loved venues.

"We have launched a petition at each of our eight museums and galleries and urge people to pledge their support. These are unprecedented times and we are not prepared to lie down and accept it."

## Grand Pier opening put on hold

Plans to reopen Weston-super-Mare's historic Grand Pier have been put on hold after owner Kerry Michael revealed that contractors are yet to complete work on the attraction.

The 106-year-old pier, which was damaged by fire in 2008, should have reopened this summer after a multi-million pound overhaul, but Michael revealed that it is unlikely to open until September.

Michael said: "Practical completion should have taken place on 25 June, when we expected to be handed the keys. However, this date has been put back repeatedly and it is now clear that the contractors are still some way from completion."



## IN BRIEF

### Be At One to launch new Shoreditch site

► Be At One has unveiled its 10th site at Old Street, Shoreditch, which is the first of three new outlets scheduled to open this year. Opened to the public on 29 July, the new Shoreditch cocktail bar can cater for up to 300 people and has been decorated in the style of the cocktail bars that formed part of 1930s hotels and ocean liners. The new venue is also the largest site to open across the Be At One estate to date and forms part of the group's strategy to accelerate its opening programme in London.

### Ambar Paul completes Christopher's purchase

► Ambar Paul, a director at the Caparo Group and a member of the millionaire Paul family, has acquired Christopher's American Bar and Grill in Covent Garden, London. Located in a Grade II-listed Victorian building which used to house a casino, Christopher's was first opened by Christopher Gilmour in December 1991. Facilities include a Martini Bar and a private dining room. The Caparo Group's leisure division, Caparo Hotels, already owns and operates four hotels in England. Ambar Paul said he bought Christopher's with the view of rolling out the brand.

### Town and City reports annual sales growth

► UK pub operator Town and City Pub Company has posted a 9.5 per cent increase in like-for-like sales for the year to 28 February 2010, compared with the previous year. The company, which owns and operates nearly 150 pubs and bars – almost half of which form part of the Yates' brand – also reported a 59 per cent growth in turnover as a result of healthy trading during "key" periods, such as Christmas.

## Waldorf Astoria to launch in London

New 137-bedroom Waldorf Astoria and Resorts Hotel due to open in November

By **Tom Walker**

Hilton Worldwide has signed an agreement with the Ability Group to open a new Waldorf Astoria Hotels and Resorts hotel at the Grade I-listed Syon Park.

The 137-room London Syon Park, A Waldorf Astoria Hotel is due to open in November and will include several restaurants and bars and a butterfly house.

An ice-cream parlour; a park-view first-floor terrace with seasonal food and drink offering; seven luxury suites; and 1,000sq m (10,764sq ft) of meeting and event space are also planned for the hotel.

In addition, there will be a swimming pool and full sensory spa experience, while an exclusive agreement will offer guests discreet treatments from



**Hilton will rebrand the property as a Waldorf Astoria Hotel**

celebrity surgeon Alex Karidis. Bar and restaurant concepts have been created by the Gorgeous Group, while Camillin Denny developed the interior design of the 137 guest rooms.

The Duke of Northumberland said: "Construction of the hotel included the restoration of a

number of important historic features designed by the landscape architect Lancelot 'Capability' Brown.

"The additional revenue will also enable restoration work to Syon House itself, which contains arguably one of Robert Adams' finest interiors."

### Sawrey Hotel changes hands

The Sawrey Hotel, in Far Sawrey, Cumbria has been acquired by local hotelier Jonathan Denby in a deal worth around £1.3m.

The hotel dates back to 1700 and has 19 bedrooms, a 45-cover dining room and a 50-cover bar.

The deal was brokered on behalf of the previous, private, owner by agent Knight Frank.

Mark Bailey, associate, Knight Frank hotels said: "The new owner intends to implement a refurbishment programme to improve the letting accommodation and in the public areas to drive food and beverage sales, from the significant amount of passing trade the hotel enjoys."

## £750k revamp for Hilton Cardiff



**Aukett Fitzroy Robinson is behind designs for the refurbishment**

By **Pete Hayman**

Hilton Cardiff has confirmed that work has started on a £750,000 revamp of the 197-bedroom property, which is due to be completed ahead of the Ryder Cup in September.

A wall between the lobby and the Piano Bar will make way for an open plan lounge area and the concierge desk will be moved in order to make way for new toilets.

The plans also include an upgraded reception area, the transformation of 20 bedrooms into family rooms and the replacement of all of the hotel's beds as part of efforts to attract new visitors to the city.

Hilton Cardiff general manager Marie Fagan said: "The new lounge bar will be the place to meet whether for business meetings, a break for shoppers, early evening cocktails or just a place to relax."





London's operators are helping to drive the UK sector's recovery

## Occupancy up at London hotels

PwC Hotel Forecast says RevPAR has risen to £95

By **Tom Walker**

London hotels have benefited from an increase in their occupancy rates during the first half of 2010.

An update to the PricewaterhouseCoopers Hotel Forecast shows that – despite the ash cloud, strikes and bad weather – the average London RevPAR climbed from £87 in the first half of 2009 to £95 a year later.

Liz Hall, head of hotels research, PricewaterhouseCoopers, said: "London is still driving the UK recovery,

underpinned by solid ARR gains of over six per cent, as the business mix reflects more transient mid week travellers.

"However, consumer confidence may take a tumble as government cuts, VAT increase to 20 per cent from January, and a failure of incomes to keep pace with inflation starts to hit disposable income."

The news comes just weeks after Deloitte predicted that London hoteliers remain "on track" to post double-digit revenue per available room (RevPAR) growth in 2010.

## Design awards shortlists announced

Shortlists for the 11 categories of the European Hotel Design Awards 2010 have been revealed.

The winners will be announced at an awards ceremony on Tuesday 23rd November at the Lancaster hotel in London.

The judging panel includes Simon Ford of InterContinental Hotels Group, Khirstie Myles of Marriott International, Andrew Onraet of Von

Essen Hotels and Eugene Staal of Rezidor Hotel Group.

This year's nominations include the Kinsterna Hotel & Spa in Peloponnese, Greece (best conversion); Park Plaza Westminster Bridge in London (best new build); and Raison D'Etre at Grand Hotel in Stockholm, Sweden (best leisure and spa facilities).

The full list of nominations can be seen on [www.thesleepevent.com](http://www.thesleepevent.com).

## PM provides industry with cause for optimism

David Cameron's tourism speech signals the start of a new approach from the government

**D**oes government support tourism? After many years of doubt with previous administrations, David Cameron's recent speech on tourism surely gives the answer. Not even when the last government launched its various strategies has there been such an enthusiastic endorsement of tourism by a Prime Minister.

For many years, the industry has been emphasizing its job-creating potential, its importance to regional economies and its £25bn investment in new facilities. So it's refreshing to see the Prime Minister recognise this contribution and speak so enthusiastically of the value of the industry to the UK economy, and its potential future contribution.

Some of Mr Cameron's promises were particularly welcome – for example, the pledge to take a 'good look across government' at all policies that don't fit neatly into the tourism or DCMS departmental box but nonetheless impact on the sector. The industry was pleading for joined-up government long before it became a fashionable phrase.

The emphasis that the Prime Minister placed on the importance of tourism to local economies was also welcome. How well this translates into practice will greatly influence the future success of UK tourism. Certainly, some local authorities will be unfamiliar with the needs of the industry and all of them will need positive advice and guidance, with input from the private sector if the new policy is to be successful.

And challenges remain. If 36 per cent of what Britons spend on holiday is spent at home, how easy will it be to raise this to 50 per cent, as the Prime Minister asked? The answer is: not at all easy. Outbound tourism is well established. Britons spend more on holiday abroad because they stay longer and they are encouraged overseas by air travel which is still relatively cheap (though becoming more expensive with Air Passenger Duty).

Changing this pattern will take time and a real effort on the part of the industry, local authorities, and government; it should not deflect us from strenuous measures to boost inbound tourism, which yields valuable foreign currency.

However, the Prime Minister's speech presents us with a once-in-a-lifetime opportunity to move UK tourism forward, placing it securely as one of the country's principal economic drivers. That's the opportunity we must grasp, for the benefit of the industry and for the UK economy as a whole.



**UFI IBRAHIM** is chief executive of the BHA. *Leisure Opportunities* is a member benefit of the BHA, for your free copy call 01462 471913

## IN BRIEF

### Social media workshops launched for spas

► Marketing and training services provider Sleeping Lion has unveiled two new social media workshops for the spa and salon industry. The first, called Building A Successful Online Media Strategy, is a one-day workshop that can also be tailored to a half-day course if required. The second, called Social Media Marketing In Six Weeks, takes place over one hour per day as an online course to help spas better connect directly with their customers and is run in association with online reputation management company Tiger Two. Sleeping Lion was launched in 2005 by Sarah Taylor.

### New five-star spa programme

► James Watt College in Scotland has teamed up with a number of spas to develop a new, one-year training course for a small number of its students with the intention of creating an elite team of spa professionals. Facilities involved in the training and offering work experience include the Walled Garden at Loch Lomond, the Carrick Spa at Cameron House Hotel and Stobo Castle.

### Massage therapy for the elderly debuts

► A new service called Happi Hands has debuted in the UK. Specialising in massage therapy, manicures and hand treatments for elderly people in care, its staff are trained to provide gentle contact and therapy. Founder Jane Lightfoot said: "We offer a completely new approach to the care of one of the most neglected groups in society. I say to our new therapists that a 20 minute session for our customers is as beneficial as going to a spa for a week would be for us."

## Holistic charity forced to shut down

FIH forced to cut operations earlier than planned due to arrest of former official

By **Tom Walker**

The Prince's Foundation for Integrated Health (FIH), a charity founded by the Prince of Wales, has been shut down.

The closure of FIH, which promoted a holistic approach to medicine and lobbied for a greater use of homeopathic treatments, comes after one of its former senior officials was arrested on a fraud charge.

In a statement, FIH claimed that the closure of the organisation had been in planning for months but had been "brought forward as a result of a fraud investigation at the charity".

The FIH statement added that: "The Trustees feel that the foundation has achieved its key objective of promoting the use



Alternative medicines have gained popularity in recent years

of integrated health. Since the foundation was set up in 1993, integrated health has become part of the mainstream healthcare agenda, with more than half a million patients using complementary therapies

each year, alongside conventional medicine."

In February 2010, MPs on the Commons Science and Technology Committee called for an end to homeopathy treatment on the NHS.

## Launch dates for von Essen spa facilities

By **Sarah Todd**

Hospitality group von Essen has released the launch dates of seven new spas as part of its expansion plans. The spas will be launched at its UK hotels within the next year.

First to launch was the spa at Homewood Park in Bath, which will be followed by a subterranean facility within von Essen's Hotel Verta development at the new London Heliport terminal in Battersea – the



The Lower Slaughter property

group's first in London. Spa Verta will be closely followed by the spas at Woolley Grange

in Wiltshire and Mount Somerset in Somerset, which will open on 27 September and 1 October respectively.

The spa at Congham Hall in Norfolk will debut in December 2010 while The Greenway spa in Cheltenham, the sixth project in the group, will be completed in January 2011.

The final, standalone spa development in the village of Lower Slaughter in the Cotswolds, is due to open in August 2011.

## ISPA and AHLEI's online risk management for spas

The International Spa Association (ISPA) and ISPA Foundation have teamed up with The American Hotel and Lodging Educational Institute (AHLEI) to release a new online course.

Called Risk Management for Spas, the course has been developed in collaboration with the Resort Hotel Association and is offered through

AHLEI's distance learning department on its e-learning platform.

Featuring 10 modules, participants will be taught how to identify, analyse and transfer risks to staff, guests, property, treatments, products and equipment within spas. They will also learn about insurance and legal processes.



## Londonderry nets City of Culture title

Northern Irish city fends off three other finalists to receive 2013 cultural crown

By **Tom Walker**

The city of Derry/Londonderry in Northern Ireland has been named the UK's first City of Culture after holding off competition from three other finalists – Birmingham, Norwich and Sheffield.

According to the judging panel, the city was chosen due to its "strong cultural programme" and the way it draws on the city's past.

In a statement, the panel added that the decision was also made in recognition of "the passion and commitment of the city and its supporters and the strong evidence of engagement across all parties and communities in the city – and the potential step changes they envisage".



The city's Waterside Theatre is set to play a role during 2013

The announcement was made at an event in Liverpool on 15 July by culture minister Ed Vaizey and Phil Redmond.

Mayor of Londonderry, Colum Eastwood, said the success will have a massive impact on the people and economy of the city.

"I am privileged to be in a position where I have had an insight into the massive amount of work that has gone into this successful bid. I would like to take this opportunity to thank all the agencies, organisations and individual citizens who have helped with the bid."

### IN BRIEF

#### Preston nets European City of Sport status

► Preston City Council (PCC) has revealed that the Lancashire city has been successful in a bid to be awarded European City of Sport status for 2012. The designation was confirmed following a two-day inspection of the city's sports facilities and green spaces, which was undertaken by an international judging panel. It is hoped that the European City of Sport status will boost Preston's chances of a visiting Olympic team using the city as a training base for the 2012 Olympics, and could also lead to the hosting of a major event. European cities with more than 25,000 residents are eligible for the award first handed out in 2007, while cities with more than 500,000 residents can bid to become European Capital of Sport.

#### Premiership Rugby nets deal

Premiership Rugby, England's elite rugby union competition, has agreed a four-year deal with Aviva worth £20m.

Aviva has received naming rights to the Premiership as part of the deal, which will also see "significant investment" in grassroots initiatives.

Premiership Rugby chief executive Mark McCafferty said: "A title sponsorship deal with Aviva, which is such a strong international consumer brand, is another significant milestone in the growth of Premiership Rugby and provides us with a long term commitment to our sport and to our work in the community."

## Capita to sponsor Bristol Rugby



The deal will include sponsorship in both home and away shirts

By **Tom Walker**

Bristol Rugby has agreed a deal with Capita Symonds that will see the property consultancy become the teams main sponsor for the forthcoming 2010-11 season.

The new sponsorship deal will see Capita Symonds branding on the team's home and away shirt and official

Bristol Rugby merchandise, as well as on banners and signage at the Memorial Stadium.

Capita Symonds, which has been the club's official partner sponsor since 2004, employs around 150 people in two Bristol offices.

Bristol Rugby currently plays in the English Championship, the second tier of the English Rugby Union structure.

#### Cadbury House unveils teenager scheme

► Cadbury House Hotel's health club, theclub, has launched a new initiative that is encouraging more 12 to 15-year-olds to take regular exercise. Called 'The Teen Fit Academy' the scheme has already been a big success with more than 50 children signing up to take part. With use of the gym unsupervised restricted to those aged 16 or above, the idea is to allow teenagers access to use the range of equipment at specified times once they have completed the induction course. This includes guidance on the etiquette of using the gym such as use of towels and how to use the variety of cardio vascular equipment in a safe and correct manner. Once they have completed the induction they are then presented with a certificate of induction which gives them access to the gym, on their own, at specified times.

## IN BRIEF

### Greenfield Dock regeneration completed

► Flintshire County Council has completed work on a three-year scheme to modernise Greenfield Dock in North Wales. The two-phase programme started as the result of the Welsh Assembly Government's Wales Coastal Path project – set up in 2007 – and the Flintshire coastal cycle path initiative. Phase one included the installation of a tarmac walkway, interpretation panels and a sculpture, while phase two has involved work to improve the cycle park and improve the dock's commercial element.

### Staffordshire's Caldon Canal reopens

► Staffordshire's Caldon Canal has been reopened by British Waterways after £500,000 of repairs, following a breach last November. The breach caused the collapse of a 15m (49ft) length of canal embankment and damage to the canal bed and its clay lining. Around 21 million gallons (95.5m litres) of water leaked across agricultural land and into the River Churnet. Temporary dams were put in place at Leek Tunnel, closing access to the length of canal between the tunnel and the canal terminus. Fencing was also put in place to prevent towpath users accessing the breach site.

### Castle Semple project gets green light

► The Heritage Lottery Fund (HLF) has awarded initial support for a heritage and access project at Castle Semple Country Park, Scotland. HLF has given a first-round pass worth £394,800, along with Development Funding of £34,800. The funding will be used to create the Semple Trail, a project that will tell the story of the estate and make access to its cultural and natural heritage easier and more fun.

## £5.8m boost for urban green spaces

Natural England to fund nearly 30 projects across the country's towns and cities

By **Martin Nash**

Natural England's Access to Nature programme is set to fund 29 new projects in England's towns and cities.

The £5.8m grant will enable communities to improve the green spaces in their area, providing a range of volunteering opportunities, conservation training, events and group activities, as well as the regeneration of often under-used and derelict land.

Funded through the Big Lottery Fund's (BIG) Changing Spaces programme, Access to Nature is coordinated by Natural England, leading a consortium comprising British Waterways, the Environment Agency, the Forestry Commission, Greenspace, the National Trust and the Woodland Trust.



**Natural England will help support a range of green space projects**

BIG chief executive Peter Wanless said: "These projects will help thousands of people across the country, particularly those in our towns and cities, to get outside and enjoy nature."

"They are great examples of what the Big Lottery Fund's Changing Spaces funding programme is all about."

The funded projects include the Gateway to Urban Nature Project, focusing on two under-used areas of green space in Bolton, and Walk on the Wildside in Nottingham, which aims to bring the community together on guided walks, trips, organised activities and volunteer work parties.

## HLF funding support for Morden Hall Park revamp

By **Martin Nash**

Morden Hall Park in south London, home to a rare surviving example of a 19th century agricultural estate, has received £900,000 from the Heritage Lottery Fund (HLF).

The park, which was formerly owned by the Hatfield family and is now run by the National Trust, forms part of the Wandle Valley Conservation Area.

The HLF grant will go towards the £2.5m Heart of the Park project, which will see important buildings such as the 19th century stable yard and the remaining waterwheel renovated and conserved.

The two-year project will allow access to the 19th-century stable yard for the first time in 130 years, as well as creating a centre for sustainable



**A two-year conservation scheme is planned at Morden Hall Park**

renovation. The conservation of a waterwheel will help explain the River Wandle's heritage.

A further element of the project is the work to install a hydroelectric turbine in the Wandle, which will flow through the park. The turbine, an Archimedes screw, could be the first hydroelectric turbine of its type in London.

Sue Bowers, head of the HLF for London, said: "This innovative and exemplary approach to restoration, conservation and interpretation will make this a genuinely sustainable 'deep green' heritage project that will simultaneously bring alive the industry of the past while embracing that of the future."



**Trafford Council**



**DEVELOPMENT OPPORTUNITY**

**Altrincham, Cheshire WA15 7LP**

Trafford Council are inviting Expressions of Interest from suitably experienced Private Sector Partners to bring forward ideas for the development / redevelopment of a current leisure based site, convenient for the M56, Manchester Airport and Altrincham Tram Station.

The site is surrounded by an 18 hole public golf course and lies within an area comprising:-

- Recently refurbished Grade II listed pub / restaurant (not Council owned)
- Leased golf clubhouse, driving range and ancillary stores
- A range of other buildings either vacant and in need of refurbishment or on short term leases

In addition to improved / extended golf leisure facilities, permissible development may include a hotel, office space or residential / business units. The area is Green Belt and special circumstances (e.g. recreation and environmental improvements) would be needed to justify the development.

An information pack is available containing details of the opportunity by emailing: [estates@trafford.gov.uk](mailto:estates@trafford.gov.uk)

**ILMINSTER TOWN COUNCIL**



**Proposed Sports and Community Centre, Ilminster**

**Expressions of interest are invited from suitable consultants who would like to be considered for inclusion on a restricted list of tenderers for the following project:**

**PROJECT:** Provision of new sports and community facility comprising sports hall, changing rooms, community facilities, sports pitches, drainage, car parking and associated infrastructure works

**ROLE:** Lead consultant providing comprehensive project management for the implementation of the project

**TENDER:** Fixed price tenders will be sought for the role.

**VALUE:** The total project cost is estimated at circa £1.5M, excluding VAT.

Interested consultants should provide evidence of similar projects, references, latest-audited accounts and other relevant supporting information.

Only those invited to tender will be notified.

**Applications should be received no later than by 12pm on Friday 17 September 2010 and should be addressed to: The Town Clerk, Ilminster Town Council, North Street, Ilminster, Somerset TA19 9HE**

*Applications from other consultant disciplines and/or contractors and the like are not required. Expressions of interest for other roles will be sought in due course.*

**TO LET**

**MEMORIAL AVENUE LIBRARY  
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**Expressions of interest are invited to lease the former Memorial Avenue Library for a term of 15,20 or 25 years .**

The building is situated in the Canch Park which is currently undergoing a £2m refurbishment programme. This includes a new fountain pool, adizone play area and new skate park . Further improvements planned for later this year include new footpaths, bridges and a piazza behind the library premises.

This is an exciting opportunity to secure premises as part of a major park refurbishment programme.

Potential uses for the building include Café/ Restaurant, Conferencing/ Wedding facilities and other uses subject to planning. The Council's objective is that the building plays a key role in the refurbished park.

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**Expressions of interest by 30th August 10**



**TENDER OPPORTUNITY**

**Development of  
Outdoor Soccer Centre**

**Rosehill Park West, Sutton SM1 3EX**

**The London Borough of Sutton** seeks expressions of interest from suitably qualified organisations to lease, reconstruct, manage and operate an existing all weather pitch as a new outdoor soccer centre.

**Prospective tenderers should visit:**

**<https://www.londontenders.org/procontract/supplier.nsf>** to register their interest and complete a pre-qualification questionnaire which Sutton shall evaluate to shortlist the organisations invited to tender.

Sutton currently contracts with a diverse group of voluntary, statutory and private sector providers and encourages a range of organisations, regardless of size, to apply for this tender.

**The closing date for return of the pre-qualification questionnaire is 12.00 midday on 20th September 2010.**

The Council is not bound to accept the lowest cost or any tender. The award of the contract will be based on the most economically advantageous tender submitted.



# leisure property news

Visit [leisureproperty.com](http://leisureproperty.com) for the latest news on Properties, developments, tenders and investment.

## Last orders for binge drinking

Minimum pricing rule stands to shake up drinks industry



**ANDREW WADE**  
is partner at  
**Lawrence  
Graham and a  
board member of  
the Leisure  
Property Forum**

The National Institute for Health and Clinical Excellence has called for a minimum price per unit of alcohol, to reduce the risk of drink-related harm. The Scottish Government is proposing to introduce minimum pricing in its current alcohol bill. Despite receiving support from health professionals, the proposal has faced opposition from the drinks industry.

The coalition government is considering plans to ban supermarkets and off-licence stores from selling alcohol below cost, but branded the implementation of a minimum price per unit as a 'regressive' policy that may unfairly penalise responsible drinkers on lower incomes.

Regulatory price fixing may stifle healthy competition between brands while reducing the incentive to innovate and cut costs. Conversely, a base rate price may allow smaller outfits to survive competition from the larger supermarkets, who have sensed the impending political change and expressed their support for the policy.

Nevertheless, the hospitality industry should prepare for change. Alcohol abuse leaves its manufacturers and suppliers open to criticism; tough measures regarding advertising and licensing will generate stricter regulations and impose greater levels of responsibility upon the industry.

## Plymouth property firm scrapped

SWRDA says the decision was due to the government's budget cuts

By Tom Walker

Plymouth City Development Company (PCDC) will be scrapped due to there being "no realistic prospect of further public sector funding" for the business.

The announcement of the closure was made by the South West Regional Development Agency (SWRDA), which funds the PCDC in partnership with Plymouth City Council and the Homes and Communities Agency (HCA). A spokesperson for the council confirmed that the decision to close PCDC would have no effect on the ongoing £45m Plymouth Life Centre project.

In a statement, SWRDA said: "Given the difficult spending decisions which will need to be taken across the public sector nationally the board was informed that there was no realistic prospect of further



The decision could affect future leisure projects planned for the city

public sector funding for PCDC from the HCA and the RDA, beyond the initial three-year commitment from the funding partners up to March 2011. There was no realistic prospect of sufficient funding being generated to meet this gap."

## Further funding for Ashford arts project

By Pete Hayman



The church will become a new arts venue

A new flexible arts space is set to be created in the heart of Ashford, Kent, after the local authority was awarded £4.2m of Growth Area Funding for 2010-11 from the central government.

Ashford Borough Council (ABC) is planning to transform St Mary's Church into the new arts venue, while also using the funding to develop a new-look station forecourt in a bid to help grow the local economy and to attract more visitors.

## Park Plaza acquires two UK hotels

Hotel group Park Plaza has strengthened its position in the UK by acquiring the freeholds of two hotels that it had been running under management agreements.

The Netherlands-based group has secured the full ownership of Park Plaza Leeds and Park Plaza Nottingham and

plans to invest heavily in the improvement of both properties.

Boris Ivesha, Park Plaza Hotels' president and CEO said: "Having operated both of these hotels since opening, we are very familiar with them and we will continue to build on their strengths."



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## LPF: When healthcare meets health & fitness



**An early evening LPF seminar to be held at:**

David Kerr Associates, 32 Welbeck St, London W1G 8EU  
**on Tuesday 12th October 2010, 6.15pm - 8.30pm**

### CONTENT:

The seminar will review the opportunities and prospects for co-operation between the two sectors, looking in particular at Government health policies, medical treatment and social attitudes.

This will be a stimulating and interesting first stage examination of the trend that seems likely to lead to future development of health parks in the UK.

### SPEAKERS:

**Garri Jones** of Circle Health,  
**Julian Evans**, Head of Healthcare at Knight Frank

### PROGRAMME

<b>6.15pm</b> Seminar registration	<b>Fee:</b>
<b>6.30pm</b> Seminar introductions	£45.00 + VAT LPF members
<b>6.40pm</b> Speaker presentation	£55.00 + VAT member guests
<b>7.20pm</b> Q&As	£90.00 + VAT non members
<b>7.30pm</b> Drinks and networking	
<b>8.30pm</b> Close	

### TO BOOK OR FOR MORE INFORMATION CONTACT:

**Michael Emmerson**, LPF Administration  
**E:** info@leisurepropertyforum.org  
**T:** 01462 471932 **F:** 01462 433909  
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The training initiative includes workshops on customer service

## Flying start for Alliance academy

Training academy reaches 3,000 delegate landmark

By **Tom Walker**

Alliance Leisure's Training Academy has seen more than 3,000 delegates pass through its courses since the Academy's launch just over six months ago.

More than 200 staff from Cardiff City Council alone have completed the Foundation Sales course and a recent partnership with Coventry Sports Trust has resulted in all their staff attending various Academy modules. The training has also helped staff from Blackpool Council attract more than 2,000 members across its leisure centres.

The launch of the Training Academy followed on from the launch of Alliance Leisure's accredited training modules and was introduced to give employers flexibility regarding the variety of courses staff can attend in order to receive additional skills.

A cross section of workshops and courses are offered, spanning many areas including sales, customer service, communication and marketing and planning.

New modules have recently been added, including a Team Building workshop and Making Technology Work for You.

## NVQ training for Fitness First staff

Fitness First is to roll out NVQ training throughout its UK clubs after a successful pilot scheme. The initiative is part of the group's strategy to train up all club-based staff to level 2 or 3 by 2012.

The first 50 employees have now been presented with their NVQ qualifications and more than 150 additional club based staff have begun their NVQ training in

customer service.

Fitness First managing director John Gamble said the initiative is part of the group's "commitment to delivering quality training and development" for staff and providing the "highest levels" of customer service to its members.

The training will be delivered in partnership with training provider Lifetime.

## Experience and practical skills are still important

Good grades at school do not always result in work-ready young people

**A**s I write this month's column millions of school and college leavers across the country will be tentatively waiting to receive their GCSE and A-level results. And yet despite the number of A\*-C grades that I'm sure will be achieved, industry employers will still not receive the work ready young people they so desperately need.

The difficulties lie in the fact that most school and college leavers lack the vital vocational skills and experience that employer's want. Experience of the workplace is vital when looking to start a career in the sector. That said, it is vital, now more than ever, that all young people are gaining the skills that they need to impress in the marketplace. The economic climate and the shaky recovery from the recession mean that employers are looking for skills above and beyond academia. The challenge is for young people to gain some work experience to ensure employability and widen their choices. The coalition government has publicly re-enforced its commitment to apprenticeships, and pledged funding to support this commitment. As an industry, this is what we should be utilising.

Yes we need those managers and leaders of the future, but more often than not, the industry needs those young people who want to start on the leisure centre floor, get trained and qualified as they go, and move up the ladder in a structured way while working and earning money. Since the recession began, employment in key occupations within sport and fitness has grown; however, our industry is not immune to the economic instability. The public do have a greater acceptance of the importance of health and well-being; however, we do need to ensure that consumer spending in physical activity and health continues to hold firm. I would argue therefore, that investment in the right skills and training is central to economic recovery.

We need to ensure we continue to deliver on key agendas such as obesity, social inclusion, cultural diversification, disengaged communities and physical inactivity. For us to do that we simply need to have the right workforce in place, with the right skills and qualifications to support and encourage people to take part in sport and physical activity time and again.

So I say to all those holding their results in their hands, we need you. And through a structured learning pathway in the form of a programme such as an apprenticeship, you can grow, develop and get qualified in one of the most vibrant and exciting industries there is. For more information on working in sport and active leisure visit [www.skillsactive.com](http://www.skillsactive.com).



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

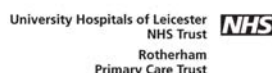
The BLF bursary, funded by Air Products, is available to exercise professionals who meet the following entry requirements:

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

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

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

**e: [exercise@blf-uk.org](mailto:exercise@blf-uk.org)**  
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#### To apply you will have:

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- Proven track record of developing new partnerships and projects.
- Working knowledge of Sports Leaders UK awards and qualifications.
- Experience of generating initiatives with disadvantaged groups.
- Previous experience of writing business plans, implementing plans and delivering key objectives.
- A broad knowledge and experience of networking across sport, education and youth and community organisations.
- A full clean driving licence.

Closing date: Friday 10th September 2010

Interviews will be held in Milton Keynes w/c: 27th September 2010

For an application pack please contact Helen Mole, Human Resources Assistant on 01908 689196 or by email at [h mole@sportsleaders.org](mailto:h mole@sportsleaders.org). Or download an application pack from our website [www.sportsleaders.org](http://www.sportsleaders.org).

Sports Leaders UK, 23-25 Linford Forum, Rockingham Drive, Linford Wood, Milton Keynes MK14 6LY Tel: 01908 689 180 Fax: 01908 393 744 Email: [contact@sportsleaders.org](mailto:contact@sportsleaders.org)  
Web: [www.sportsleaders.org](http://www.sportsleaders.org) Sports Leaders UK is the operating name of the British Sports Trust, Registered Charity Number: 1095326



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**Our contact details for further information are :**

Email: [enq@mount-batten-centre.com](mailto:enq@mount-batten-centre.com)

[www.mount-batten-centre.com](http://www.mount-batten-centre.com)

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Application packs can be obtained through [www.golf-foundation.org](http://www.golf-foundation.org).

Completed application forms should be returned to:

The Golf Foundation, The Spinning Wheel,  
High Street, Hoddesdon, Herts EN11 8BP

CLOSING DATE:  
Friday 10th September  
INTERVIEW DATE:  
Tuesday 21st September

The Golf Foundation is an equal opportunities employer. Applications from women, the disabled and ethnic minorities who have relevant experience are encouraged as these groups are currently under-represented in the organisation. Alternative formats for this advert will be made available on request.



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**Location:** Chelmsford, United Kingdom  
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### Web Manager

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**Location:** London, United Kingdom

### National Athletics Development Officer

**Company:** CP Sport England & Wales  
**Salary:** £27,000 - £29,000  
**Location:** Nationwide, United Kingdom,  
**Closing date:** 17 Sep 2010

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### Spa and Leisure Manager

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Helena Field, Spa Director

Email: [hfield@danefieldhouse.co.uk](mailto:hfield@danefieldhouse.co.uk)

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## The Public arts centre in West Brom 'under threat'

Government public sector budget cuts could lead to the closure of West Bromwich's ACE-funded arts centre

By **Pete Hayman**

The future of The Public arts venue in West Bromwich remains uncertain after the local council suggested it would be unable to fund when grant funding ends.

Last year, Arts Council England (ACE) agreed to provide a one-off grant worth £3m after originally revealing it would withdraw support as a result of delays in opening the venue's interactive art gallery.

The ACE funding is due to come to an end in March 2011,

and the BBC has reported that Sandwell Metropolitan Borough Council (SMBC) does not expect to be able to meet the shortfall.

SMBC deputy leader Steve Eling told the broadcaster that the council is to seek further ACE support but will have to review the current business plan as a result of budget cuts.

Eling said: "Everyone knows what is happening with public sector budgets, so I have made clear that there cannot be any expectation that the council would make up the gap."



IMAGE: TONY HIGGITT

The £32m arts centre opened to the public in June 2008

## Arts & Business launches Big Arts Give initiative

By **Tom Walker**

A total of 125 arts charities have successfully applied to take part in Arts & Business' The Big Arts Give – an initiative aiming to rejuvenate individual cultural philanthropy.

Charitable arts and cultural organisations from across the UK aim to raise at least £1m in private sector pledges, which could subsequently result in £3m being donated to these



The aim is to raise £3m for arts charities by Christmas

charities by Christmas. Arts & Business is spearheading the scheme as part of its strategy to develop relationships with

new givers. As part of the scheme, it launched a £500,000 fund in partnership with Alec Reed in April.

The fund is designed to leverage the maximum potential from arts contributions. £1 from an online donor is matched pound for pound, while Arts & Business claims that every £1 invested by it is on course to help generate at least £8 of cultural wealth through the Big Arts Give.

## Partnership for Elemis and Bliss

Two Steiner Leisure brands – Elemis and Bliss – have joined forces to offer two Elemis treatments at Bliss Spas in the US and the UK.

The treatments are the Tri-Enzyme Resurfacing Facial, which stimulates natural exfoliation, and the Exotic Lime & Ginger Salt Glow body therapy, which includes body brushing and a scrub.

## CONTACTS BOOK

**Arts & Business** +44 (0)20 7378 8143  
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