

# leisure opportunities

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## Health Club Awards winners named

The winners of the inaugural Members' Choice Health Club Awards have been announced at a gala dinner at the Hilton Birmingham Metropole NEC hotel on 22 September.

Supported by *Health Club Management*, the awards saw winners in four Grand Prix and 14 regional categories, with Grand Prix recipients including Nuffield Health Fitness and Wellbeing (best national chain) and QHotels (best medium-sized chain).

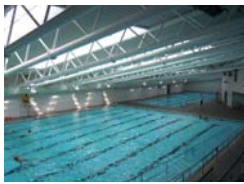
Vibrant Fitness Clinic, based in Carlisle, was awarded the Best Club in the UK (less than 2,000 members) title, while Spelthorne Leisure Centre – part of the Everyone Active group – was crowned the Best Club in the UK (2,000 members or more).

The awards are unique in the industry as the only awards rated by members themselves



The ceremony was held at the Hilton Birmingham Metropole NEC hotel

and have been specifically designed to rate the level of customer service, facilities and value for money provided by clubs by asking members to complete an online questionnaire.



The new complex comprises two swimming pools

## New £16.1m Knowsley leisure complex opens

Knowsley Council has opened its new £16.1m, Broadway Malan-designed leisure, spa and cultural complex on the former St Thomas Becket School site in Huyton.

Facilities at 6,600sq m (71,042sq ft) Knowsley Leisure and Cultural Park include a wet spa area with steamroom, sauna and whirlpool, as well as treatment rooms.

The complex also boasts two swimming pools; a six-court sports hall; and a gym with more than 100 stations, along with a separate spinning studio. An adjacent youth facility will open this month (October).

## MCFC plans major new football facility

Manchester City Football Club (MCFC) has submitted plans for the construction of a new youth development and first team training centre in the Openshaw West area of the city.

Forming part of the club's Etihad Campus vision, the proposed centre is set to cover up to 80 acres (32 hectares) of brownfield land close to its Etihad Stadium and the submission of plans to Manchester City Council follows a consultation process, which the club said had a 97 per cent approval rating from residents.

Under MCFC's plans for the site, a new home for its youth development will provide a home for up to 400 young players who will train and study alongside senior players.



The scheme will offer youth and first-team facilities

The centre will feature one half-size and 11 full-size youth pitches; one half-size and four full-size first team pitches; and sleeping accommodation and a classroom facility, plus a 7,000-seat stadium for youth matches.

## ACE publishes new museums framework

Arts Council England (ACE) has announced the publication of its new strategic framework for the museums sector, which sets out its vision for the future of UK heritage attractions.

The document, *Culture, knowledge and understanding: great museums and libraries for everyone*, outlines how museums and libraries will be incorporated into ACE's work.

It came ahead of the scheduled transfer of the Museums, Libraries and Archives (MLA) Council's roles and responsibilities to ACE, which took place on 1 October.

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## SPORT

# Spurs urged to pursue stadium plan

London mayor Boris Johnson has urged Tottenham Hotspur Football Club (THFC) to press ahead with proposals for the redevelopment of its White Hart Lane stadium.

The mayor and Haringey Council leader Claire Kober, have both called on the Premier League club to "urgently" pursue its Northumberland Development Project (NDP).

THFC has now received all the necessary planning approval for them to move forward with the plans, which include a new 56,250-seat stadium designed by KSS.

However, the NDP will also contribute to the regeneration of the surrounding area, with the proposals also including the provision of a hotel and new public spaces.

Greater London Authority and Haringey Council officials met with the club on 28



Tottenham Hotspur had previously labelled its NDP as no longer viable

September to put forward a £17m package towards regeneration aspects of the NDP.

Johnson said: "August's riots were a telling reminder of just how important it is for Spurs to press ahead with the development at Northumberland Park and to help kick-start a much wider regeneration project."

## Miles Templeman named as new IMSPA chair

The Institute for the Management of Sport and Physical Activity (IMSPA) has appointed the director general of the Institute of Directors, Miles Templeman, as its new chair.

Templeman took up the post on 1 October and replaces IMSPA's interim chair, Marc

Newey, who relinquished his position at the organisation at the end of September.

During his career, Templeman has held senior management and consultancy roles, as well as non-executive directorships, at firms such as Lucozade, Stella Artois and Bulmers.

## New leisure facility unveiled in Wigan

Wigan's new Healthy Living Zone, which forms one half of the Greater Manchester town's multi-million pound Life Centre development, has opened to the public.

Located on the site of the former College Avenue swimming baths, the venue boasts a 25m x 21m swimming pool with moveable floor and a 13m x 7.5m learner pool.

A 60-station Profiles Health and Fitness Centre equipped by Technogym and also offering a free weights area has also been created, along with a steam/sauna room.

The Health Living Zone represents the 'South Site' of the Wigan Life Centre and will be joined by the 'North Site', including a library and an Information Zone, in early 2012.



A 60-station fitness centre is among the facilities at Wigan Life Centre

Wigan Leisure and Culture Trust (WLCT) will manage both parts of the £217m complex on behalf of Wigan Council, while NHS Ashton has also been involved with the project.

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**Sally Hancock**  
Lloyds Banking Group's  
Director of Olympic Mar-  
keting and Sponsorship



**Ivan Lewis MP**  
Shadow Secretary of  
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members £300 and non-members £350 contact:  
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## 'Innovative' Redditch project gets underway

An "innovative" project, which will see heat generated from the flue gas cleaning process at Redditch Crematorium reused at a nearby leisure centre, is now underway.

Work will connect the town's new Abbey Stadium Leisure Centre to the crematorium, which is thought to be the first scheme of its kind to be undertaken in the UK.

When the scheme is complete, 100 per cent of the heat energy generated from the flue gas cleaning process at the crematorium will be transferred to the facility and will help reduce running costs.



S&P Architects have worked on the venue's design

## Final approval for £31m Redcar leisure scheme

Plans for a £31m leisure, business support and community facility in Redcar have received final approval from planners.

Redcar and Cleveland Borough Council is to develop the facility on a site between Kirkleatham Street and Coatham Road, which will include a six-lane, 25m swimming pool, a training pool and a learner pool; a fitness suite; and a junior gym.

Other facilities at the complex – designed by Plus3 Architects and S&P Architects – include a dance hall and performance space; changing areas; and a sports hall.

## £4.75m community centre opens in Gloucestershire

A new £4.75m dual-use facility has opened at Sir Bernard Lovell School in Oldland Common, South Gloucestershire.

South Gloucestershire Council invested £2.5m in the community sports centre, with additional funding coming from the Football Foundation (£735,000) and Lawn Tennis Association (£150,000).

Facilities at the venue include a health and fitness club with exercise and dance studios and a large multi-purpose sports hall, which will also be used for Futsal, and conferencing facilities.

# Caborn criticises legacy push

Richard Caborn, the former sports minister, has claimed that plans to increase sports participation in the UK as part of legacy plans for London 2012 are in danger of "failing completely".

Speaking at the annual meeting of the Sports and Recreation Trust Association (Sporta), which took place during the Leisure Industry Week event in Birmingham on 21 September, Caborn singled out Sport England and said that the decision to change the emphasis of the governing body's role in 2008 was "nothing short of disastrous".

He said that changing Sport England's role to one which merely funds governing bodies – instead of involving local authorities and regional sports councils in boosting participation – was a "massive mistake".



The former sports minister is critical of participation legacy proposals

"The new strategy drawn up for Sport England in 2008 was fundamentally flawed and needs a major change of direction if the disastrous decline is to be reversed," he said. "As NGBs do not have the infrastructure to deliver mass participation, they should not be the agency responsible for mass participation."

## Northampton Saints reveal stadium plans

Northampton Saints rugby club has confirmed the plans and timeline for the development of its Franklin's Gardens stadium in the town.

The new North Stand will transform Franklin's Gardens into a wraparound arena and will complete 10-year redevelopment project of the venue.

Designed by Peter Haddon Partnership, the new North Stand will see the capacity of Franklin's Gardens increasing to around 15,500 and also includes 10 hospitality boxes; a function suite seating up to 270 people; a stadium control room and television studio; a bar for supporters and full facilities for disabled fans.

The club expects that the development is to be completed by summer 2013.



Northampton Saints is planning a major revamp of Franklin's Gardens

The Saints had announced draft plans for a new North Stand in May 2009. Those plans included replacing the Sturridge Pavilion and increasing capacity to more than 17,000.

## New football academy proposed for Luton

A new football academy could be established in Luton, Bedfordshire, as part of wider plans for the transformation of the town's former Barnfield South Academy site.

The academy will feature with a learning support centre and primary school, with Luton

Town Football Club to lease part of the site for its facility currently based in Baldock.

A competition-standard, full-size pitch; an all-weather junior pitch; changing facilities; and a classroom are among the facilities that will form part of the football academy.



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### Precor by Inspirit secures Edinburgh contract

Precor by Inspirit has secured a deal for the upgrade of facilities at the Pleasance Sports Complex, at the University of Edinburgh's Centre for Sports and Exercise.

Under the new contract, 100 pieces of equipment from the Precor Experience Series is to be installed at the facility and will include the P80 console.

From December, Inspirit will also offer a training academy for all complex staff, which will feature six modules running at regular intervals over a three-year period.



Scheving: LazyTown will be around for a long time

### Lazytown founder eyes further role for 'Sportacus'

Magnus Scheving, founder of the children's television programme LazyTown, has told *Leisure Opportunities* that he believes the concept has more to offer the UK market.

The brand has recently joined forces with both Fitpro and the Change4Life initiative to increase the number of young children taking part in physical activity, but Scheving is not ruling out further collaborations.

Scheving said: "The person I think could really help would be Sir Richard Branson. I think he would understand what's needed to be done to get a country moving."

### New gym opens at Somerset leisure centre

Somerset Leisure Trust has announced the opening of a new 34-station fitness suite at West Somerset Sports and Leisure Centre, following the completion of a £100,000 refurbishment of the venue.

Life Fitness has supplied equipment as part of the renovation, which has included an upgrade of the cv machines and the acquisition of additional Hammer Strength weight training stations.

TRX suspension training equipment has also been installed as part of the revamp, as well as the addition of specialist flooring designed to withstand impact.

## Motive8 expands with Leeds site

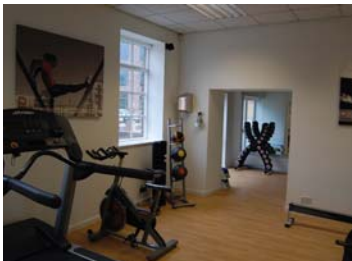
Motive8 has announced the opening of its second training studio at Holbeck Urban Village in Leeds, with an additional two sites also being earmarked to open in the coming months.

The group's first private studio offering small classes and personal training was opened in London, and its move to Leeds marks the start of its expansion into the north.

Founded by Yorkshire-based Nick Sadler in 1998, Motive8 is now finalising the details for a second site in the Leeds area, while a third is to open in 2012.

In addition to its new Leeds training studio, Motive8 has also revealed that it is working on four more gym design and installation projects and a further six maintenance contracts.

Sadler said: "In the last 13 years, [Motive8] has seen great success and has expanded to



Motive8 has confirmed the opening of its first site in northern England

become the market leader in residential gym design, as well as seeing rapid growth in the corporate market.

"We have received a lot of interest in our gym design and installation from the North and being a Yorkshire man, it was a natural step to open our second fitness studio there."

## Fight Science to launch Aldershot gym

Fight Science, a provider of mixed martial arts (MMA) and combat sports training founded by light heavyweight champion Nick Chapman, is to open a gym in Aldershot.

Life Fitness has been signed up as Fight Science's partner in creating the provider's first facility, which is located in a listed venue formerly housing an Army boxing gym.

Fight Science's gymnasium will feature the Life Fitness Elevation Series Inspire cv series, as well as Hammer Strength equipment, and provide bespoke training for combat athletes covering principles such as strength and conditioning, nutrition and physiotherapy.

However, members of the local community will also be encouraged to make use of the new



MMA champion Nick Chapman is behind the new Fight Science Gym

facility, with regular membership and pay-as-you-go options to be made available.

Chapman said: "Our goal is to offer our athletes the very best that science and development in sporting performance has to offer."

## MEND urges collaborative approach to child obesity

Harry Macmillan, chief executive of children's charity MEND (Mind, Exercise, Nutrition... Do it!) has called for a more collaborative approach to address child obesity in the UK.

Macmillan told *Health Club Management* (September 2011) that child obesity had

"dropped off the political agenda", while kids' fitness was a "low priority" for government.

As a result of this, Macmillan called for the fitness industry to tackle the issue in a more collaborative way to ensure scarce resources return maximum benefit.

## Our Greatest Team announced

A major new campaign inviting members of the public to pledge their support to the athletes taking part in the 2012 London Games is to launch nationwide in January 2012.

Team GB and Paralympics GB, working with official Games supplier Technogym, revealed the Our Greatest Team initiative at this year's Leisure Industry Week.

Individuals will be invited to make a pledge to improve their health and wellbeing in support of British Olympians and Paralympians, which will take a variety of forms.

Meanwhile, the health and fitness sector will also be able to participate in the campaign and help with the establishment of a Pledge Community Hub network in the UK.

Participating venues will be able to make use of the Our Greatest Team branding and web



Technogym's Tony Majakas helped launch the campaign at LIW 2011

tools, which includes use of the Olympic logo, and link the public to fitness establishments.

Tony Majakas, vice president of health and green business development at Technogym, said: "[Our Greatest Team] is a ready-made marketing plan for your facility."

For more on LIW 2011, turn to page 12.

## Plummer issues warning to UK's fitness industry

Renowned US-based health and fitness expert Thomas Plummer has issued a warning to the UK fitness industry with regards to the advent of low-cost memberships.

Addressing delegates at Leisure Industry Week 2011, Plummer drew on his extensive experience of the US market to reveal that budget models were a "micro-trend".

Plummer said: "[The US] is in the middle of a micro-trend and it's going to spill over here. You will get around three or four years of disruption and then it will fail. It's failing in the US."



The new look centre will boast a 170-station gym

## Nuffield unveils new-look London facility

Team GB Olympic rower Alex Partridge has helped officially unveil Nuffield Health's new-look health and wellbeing centre in Covent Garden, following a £2.5m overhaul.

Covent Garden Fitness and Wellbeing Centre underwent a two-phase revamp, the second of which was a £500,000 upgrade of wet facilities.

The centre offers a bespoke hydrotherapy and spa area with sauna and steamroom, with visitors able to benefit from hydrotherapy facilities in the 20m pool area.

Work on the £2m first phase of the renovation was completed in December 2010, with the construction of a new health clinic.

Three new-look studios; upgraded changing facilities; and a new 100-station gym, which



The Covent Garden centre's wet facilities have undergone a renovation

was predominantly supplied by Life Fitness, have also formed part of the overall scheme.

ViPR; TRX; and Power Plate also supplied equipment to the gym at Covent Garden Fitness and Wellbeing Centre.

## Westcroft redevelopment plans receive green light

The London Borough of Sutton has given the green light for the redevelopment of Westcroft Leisure Centre to go ahead.

As part of the £11.3m scheme, the existing facility in Carshalton is to close on 23 October to enable demolition work to be carried out ahead of the new-build stage.

When it relaunches late next year the new Hoca Practice-designed Westcroft Leisure Centre will incorporate a 25m competition pool; a large teaching pool; an eight-court sports hall; and 170-station gym, along with a dance studio and a group cycling room.

## Oswestry Leisure Centre opens its doors to users

Shropshire Council has officially unveiled the new look Oswestry Leisure Centre.

The new £8m complex boasts facilities such as a 25m competition-standard pool, a learner pool and a fitness suite.

A sports hall; an activities studio; and a multi-function room will also be on offer at the new Oswestry Leisure Centre, which has been delivered by Graham Construction.

The construction firm took over responsibility for building the venue after Frank Galliers left the project in January 2010 due to reported "financial difficulties".

## Green light for new Witham leisure centre

The construction of a new £8.75m leisure centre in Witham, Essex, has moved a step closer after Braintree District Council (BDC) approved planning permission for the scheme.

Five companies have been shortlisted as part of a search to secure a contractor to deliver the

Scott Brownrigg Architects-designed facility, with work due to start later this year.

Located adjacent to the Maltings Academy, the new centre will include a six-lane, 25m pool; a learner pool with moveable floor; a fitness suite; and two dance studios.

## Are you open for business?



PHILIPPE ROSSITER  
is chief executive of the  
Institute of Hospitality

A recent document called *At Your Service* – prepared by VisitEngland – has found that hotels, restaurants and pubs are missing out on an estimated £2bn market opportunity. Why is this? Well, it is simply a case of accessibility, or the lack of it, not being at the forefront of owners' and managers' minds. It would appear that despite awareness-raising campaigns, as well as the existence of legislation, the hospitality industry is still struggling to understand fully the needs of people with disabilities.

Even where a customer's disability is obvious, such as with a wheelchair user, the widespread lack of appreciation of the needs of people in this position can often result in the individual concerned having a disappointing experience. This can lead to a reluctance to dine out or travel. When one considers that customers in this position are often accompanied, it is easy to see how the cumulative effect of these lost opportunities can lead to the staggering figure highlighted earlier.

Of course, not all disabilities are as obvious as a wheelchair, but it is important for staff to recognise clues which may suggest that a customer might require some special consideration. Above all, the key is to not be fearful of dealing with a customer who has some level of disability. There are many actions which can be taken at little or no cost such as re-sitting furniture or ensuring menus are available in larger and clearer fonts. Education is therefore key in instilling a culture of disability awareness.

People with disabilities are no different to a 'normal' customer in that they want to stay or dine at a place where they feel welcome, comfortable and safe. They do not seek undue attention, but respond favourably to polite requests about any assistance they may require. With simple methods in place, the hospitality business will develop a reputation for being 'accessibility aware', leading to the creation of a loyal and regular customer base, with the self-evident benefit to the bottom line.

For more advice on how you can benefit from this market visit the Tourism for All website at: [www.tourismforall.org.uk](http://www.tourismforall.org.uk)

## HOTELS

### W London sold to Qatari investor

Northern Ireland-based development group McAleer and Rushe has revealed that it has sold the 192-bedroom W London-Leicester Square hotel in a deal worth £200m.

The property, which is operated by Starwood and located on the corner of Leicester Square and Wardour Street, is now under the ownership of a Qatari-based investor.

Designed by Jesticco + Whiles, the hotel opened in April and comprises the fifth floor Away Spa, which includes five treatment rooms, three private suites and a beauty boutique.

Eamonn Lavery, the managing director of McAleer and Rushe, said: "We built a hotel that is instilled with the highest levels of design and exclusivity that one would expect of such a glamorous brand as W and on such a prominent site. The funds raised will be reinvested



The iconic hotel is now under the ownership of a Qatari-based investor

in the business and will assist us in the pursuit of other development opportunities."

Jones Lang LaSalle (JLL) and Steerforth Partners advised on the sale. Jon Hubbard of JLL added: "This sale reinforces the international appeal of London, recognising the long term strength of the London hotel market."

### Mayfair hotels secure £50m revamp funding

Crowne Plaza London-St James and 51 Buckingham Gate, Taj Suites and Residences have secured a package worth £50m from Barclays Corporate towards upgrade work.

The new five-year arrangement will refinance the existing facilities of both properties, which

are owned by Taj Hotels Resorts and Palaces and will fund refurbishment projects.

Nagarajan Chandrasekhar of Taj Hotels said: "We are pleased to have secured Barclays Corporate's support in what remains a challenging market, not just for the hotel sector."

### Hospitality firms 'set free' from regulation

UK hospitality firms are set to be "set free" from more than 60 regulations under new proposals announced by tourism minister John Penrose.

The plans, which will lead to "overly burdensome, bureaucratic or completely redundant rules" being scrapped as part of the government's Red Tape Challenge, follows an extensive public consultation.

Changes to be introduced include a reduction in licensing requirements, which will make application forms simpler and provide authorities with increased flexibility.

Regulations covering the location and design of "no smoking" signs will be scrapped, while the government will also tackle excess charges for the inspection of private water supplies.



The government is planning to scrap 60 regulations for hospitality firms

Penrose said: "Wading through bumph, filling in pointless and repetitive forms is a spirit-sapping experience which too often chokes off enterprise and endeavour."





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## New London home for Aromatherapy Associates

Aromatherapy Associates is set to open a new boutique and treatment rooms in Knightsbridge on 11 October to provide the company with its "own platform".

Martin Hulbert is behind the design of the company's new location in the capital, which will offer a bespoke blending service from co-founder Geraldine Howard.

Complimentary consultations and sampling; an 'ingredients bar'; and three treatment rooms will also be on offer at the Knightsbridge facility, which will be sited on Montpelier Street.

Howard said: "It is a dream come true for us to have our own platform to shout about, and for people to experience, the life-changing benefits of aromatherapy."

"The space will be dedicated to the therapeutic value of essential oils. Every person who walks through the door will take a valuable experience away with them."



The new Colchester resort includes an on-site spa

## UK's first Crowne Plaza Resort opens in Colchester

The new 194-bedroom Crowne Plaza Resort Colchester - Five Lakes, which is the first UK resort to open under the Crowne Plaza brand, has opened for the first time.

Owned by AB Hotels and run by BDL Management as part of Intercontinental Hotels Group, the property boasts a swimming pool; a gym; and an on-site spa.

ESPA, Clarins and Jessica Nails supply the resort's spa, which includes 12 treatment rooms, a relaxation room, a sauna, a steam-room and a spa bath.

Other facilities include two 18-hole golf courses, three practice putting courses and a floodlit eight-bay driving range.

Ben Danielsen, the property's general manager, said: "It is extremely important for us to look at what will make a stay here special for our guests."

## Intelligenz to make UK move

Intelligenz Solutions, the Australia-based provider of integrated software for the fitness, spa, wellness and hospitality sector, has revealed plans to enter the UK market for the first time.

In addition to its existing offices in Australia, New Zealand and the US, a base is to open in Northampton, UK, to serve the Europe, Middle East and Africa region.

Intelligenz sales manager Neil O'Connell told *Spa Opportunities* that the group will be targeting smaller hotel chains and independent hotels/day spas.

Among the company's products are the IntelliSpa and IntelliFitness services, and O'Connell said that "there was a strong opportunity in the UK for a specialised spa solution". Intelligenz is planning to showcase its solutions at a number of upcoming shows and has attracted "great



Thailand's ChivaSom is one venue to use Intelligenz Solutions software

interest" from a number of its already-identified target businesses.

O'Connell said: "We believe that our software solution is more comprehensive and functional than the major competitors and perhaps is more current in its integration of web and mobile facilities."

## Spa to open at London's Dolphin House

A spokesperson has confirmed that a Moroccan-themed spa at Dolphin House in London is to open on 10 October.

Inspired by the ancient cleansing and purifying ritual of a Moroccan hammam, The Spa in Dolphin House boasts of being London's first spa to offer guests both an authentic Moroccan hammam and Rasul as well as a traditional salt infused steamroom.

The new 4,000sq ft (372sq m) spa is the brainchild of Dolphin House general manager Neil Miller-Chalk, with interiors incorporating 'the essence' of Morocco through contemporary interior design and evocative decoration.

Facilities will include five treatment rooms, two studios, relaxation lounges and walled



Dolphin House's Moroccan-inspired spa includes five treatment rooms

courtyard, while the selection of product houses to be on offer will include La Sultane de Saba, Comfort Zone, Murad, Aromatherapy Associates and SpaRitual.

## Africology launches at London Spa

South Africa-based spa brand Africology has announced that it has joined forces with the Bloww salon in London to mark the launch of its treatment menu in the UK market.

Starting from the end of September, all treatments at Bloww are to use Africology products,

while the company's products will also go on sale at the Bloww retail zone.

Africology owner and chief executive officer Rencia Drogan has partnered with Rachelle Moulai on the project, with Moulai named spa director of the Africology Spa at Bloww.

## Mather and Co nets football deal

Mather and Co has secured the design contract for the new National Football Museum, which is relocating from Preston to Manchester.

The Cheshire-based group has been appointed to work on all aspects of museum content following a tender process, which will include external signage, lighting, graphics and 3D structures.

In addition to the National Football Museum's permanent gallery and audio-visual theatre, Mather and Co has also been chosen to work on the building's retail and hospitality space.

A key area of focus in the design of the attraction at the Urbis building will be the flow of visitors through the property, which will require new staircases and escalators.

Mather and Co's Dan Procter said: "What makes this project so exciting is the fact we



Manchester's Urbis venue will host the new National Football Museum

are responsible for every aspect of the design, planning and implementation process."

Manchester City Council's Mike Amesbury added: "The National Football Museum will be an international-standard museum attracting up to 350,000 visitors a year and helping attract investment and jobs to Manchester."

## Work starts on York's 'chocolate attraction'

Construction work has begun on a new chocolate-themed visitor attraction in York.

The proposed attraction, which aims to celebrate the city's chocolate and confectionery heritage, currently has the working title The Sweet History of York and will be developed by Continuum.

Work has now commenced on transforming a three-storey building at the end of the city's famous Shambles street and an opening date is planned for spring 2012.

The 6,400sq ft (\$95sq m) of available space on three floors is part of a larger building, which is currently owned by Oakgate; an existing bookshop will remain.

Design company MET Studio has been appointed to create the attraction's interactive



The chocolate attraction is due to open on the city's Shambles in 2012

journey, which will also include retail space and a café. Once open, visitors will be able to learn the 'inside story' of chocolate production in York - including popular products such as Kit Kat and Terry's Chocolate Orange.

## Tickets to go on sale for Harry Potter tours

Warner Bros has announced the first raft of operators that have been approved to sell tickets for its new *Harry Potter* studio attraction at Leavesden Studios, which opens next spring.

Timed, pre-booked tickets for the new Warner Bros Studio Tour London - The

Making of Harry Potter experience are scheduled to go on public sale on 13 October.

US-based exhibition design company Thinkwell has been working on the scheme, which is set to cover more than 150,000sq ft (13,935sq m) of the Leavesden complex.

## Green light for Hengistbury Head visitor centre scheme

Bournemouth Borough Council has revealed that work on an eco-friendly visitor centre at Hengistbury Head Nature Reserve can start after funding was secured.

It is anticipated that construction work will get underway early next year after the Heritage Lottery Fund and the Landfill Communities Fund agreed to provide support for the development.

Due to open to the public in spring 2013, the project will lead to an extension to the existing Barn Cottage using straw bales and a 'green' roof planted with grasses.



Willmott Dixon will build the new 80ft attraction

## Work to begin on new 80ft Redcar attraction

Work is to start on a major new attraction in Redcar this month, which is to provide the centrepiece of a £30m local council-led project to revamp the town's seafront.

Redcar and Cleveland Borough Council (RCBC) has appointed Willmott Dixon to build the 80ft (24.3m)-high tower, which will give visitors a 360-degree view of the coastline and surrounding landscape.

In addition to the viewing platform, the town's new attraction will also provide studios and galleries for local artists and creative businesses, as well as a café.

## Portsmouth attractions announce ticketing tie-up

The Royal Navy Submarine Museum and Spinnaker Tower, Portsmouth, have unveiled a ticketing venture allowing entry into both attractions in 2012 and 2013.

An inclusive ticket, which includes a boat ride across Portsmouth Harbour, will enable visitors to visit the tower's Crown's Nest before embarking HMS Alliance.

Bill Sainsbury, marketing manager at the Royal Navy Submarine Museum, said: "We have combined two excellent visits and experiences for a new day out in Portsmouth Harbour."

Pete Hayman examines the news and feedback from this year's LIW at the NEC

# LIW ROUND UP

The summer may have drawn to a close, but with the onset of autumn comes the annual chance for representatives from across the leisure industry's broad spectrum to come together at the UK sector's foremost trade show in Birmingham. The National Exhibition Centre (NEC) once again played host to Leisure Industry Week (LIW) between 20 and 22 September, with the 2011 show set to be the last before the 2012 Olympic and Paralympic Games in London.

As ever, the event provided a showcase for a wide range of suppliers, manufacturers and training providers to showcase their latest services, equipment and courses to an audience of industry professionals and decision-makers. In addition to the exhibitors, LIW 2011 also presented a programme of seminars delivered by leading figures and some new highlights – including the Youth Engagement Zone with Fit for Sport and COMPASS.

Among some of the keynote speeches in the LIW Education Village was the launch of the Our Greatest Team campaign fronted by TeamGB, ParalympicsGB and Technogym, which will give a chance for fitness facilities across the UK to help involve its customers in driving forward 2012 legacy plans. Facilities also have the chance to legally use 2012 branding materials and compete to win equipment from the Olympic Village.

Read more on p7

## Addressing The Delegates

In front of more than 300 people, Royal Life Saving Society (RLSS) UK unveiled plans for the eighth edition of the National Pool Lifeguard Qualification (NPLQ), which has been developed after consultation with operators, trusts, lifeguards and health and safety managers among others. It aims to provide a structure in which learners follow a pathway that a lifeguard might typically take once completing the course.

Tara Dillon, executive director of IQL UK, said: "When embarking on a project of this magnitude and importance it is absolutely essential that research and consultation is at the centre of all changes to the decision making processes and is fundamental to the entire project meeting both the needs of the leisure industry and to our training workforce."



Visitors and exhibitors from across the leisure sector attended this year's Leisure Industry Week

Meanwhile, renowned health and fitness industry expert Thomas Plummer delivered his first UK session at LIW 2011 and issued a warning of "chaos". Based on his experience of the US market, Plummer told delegates that the low-priced membership trend would not be a long-term one and that the industry needs to move towards a results-driven model, rather than a membership-driven one.

Read more on p7

## On The Showfloor

Meanwhile, on the exhibition floor, companies had plenty of new launches to shout about. PocketFit Training is a brand new training provider for the health and fitness industry, offering both nationally-recognised qualifications and resources and workshops designed to allow personal trainers/instructors to generate revenue from the PocketFit programmes, as well as gaining CPD points.

A spokesperson for PocketFit said: "We launched at LIW and the response was excellent, with the feedback showing that the workshops and courses offered have been

very well received. As a consequence of the launch, we have secured some large contracts within the sector. Additionally, other fitness providers and professionals have approached us with a view to working together to develop bespoke programmes and workshops."

Read more on p18

Among some of the new courses launched by Premier Training International is the new Level 4 Exercise for Specialist Populations (ESP) Diploma, which is the only nationally-accredited Level 4 QCF programme on the market. It is designed as a progression from the Level 3 Certificate in Advanced Personal Training and aims to reflect closer links with the medical sector.

Debra Stuart, chief executive officer of Premier Global, said: "From a Premier Training International point of view, it was great to be able to showcase all of the innovation we are working on and interact with the visitors to the show. We had a very busy stand due to the challenges and activity we were running throughout the whole three days."





Jordan Fitness supported ultimate-endurance athlete Mike Buss (centre) in his 43rd world record attempt

"The children's activity area was fantastic and in fact this seems to be an area, which is growing each year – very positive to see. It was encouraging to see the busy Independent Operators Lounge within the main show. LIW provides a really effective way to keep in touch with associates within the industry."

Another company owned by Premier Global, accrediting body Active IQ launched its new sister company, the Active IQ Academy. It will provide providers with eLearning and online resources to help deliver active leisure courses, including units in customer service; leisure operations and management; and personal training. Specialist units are also available through the new Active IQ Academy.

*Read more on p18*

**Sportswise Education and Training** revealed details of its new Level 4 Advanced Nutrition and Supplementation course aims to give health and fitness professionals a sound understanding in nutrition, which has been developed by Dr Gary Mendoza and follows a legal case in the US, where a personal trainer was sued after advising the use of a supplement that is believed to have been responsible for the death of a client.

Mendoza said: "LIW offered the opportunity to demonstrate to facility managers and personal trainers that giving poor or inaccurate nutrition and supplement advice could leave them legally liable, as per a recent case in the USA. This new Level 4 course offers trainers the chance to get the latest nutritional knowledge to ensure that they are giving sound advice to their clients regarding nutrition and the use of supplements."

*Read more on p18*

**Hippo** brought the latest addition to its range of interactive water toys to LIW 2011, which it

## LIW provides a really effective way to keep in touch with associates within the leisure industry

hopes will "bring life" to UK leisure centres. Squirtrums were named by the company's 'Kid Consultants' and are designed to sit in shallow pool water, with children able to operate handles to create a cascade of water into one of four Squirtrum table tops. It aims to promote inclusive play and build water confidence in children aged between 0- and 8-years old.

Personal trainers visiting this year's LIW were able to benefit from insider hints and tips with the help of **Escape Fitness**, which also showcased the latest products it believes can help operators and owners attract new customers, as well as to retain existing ones. Escape is also working with Optimal Life Fitness to create the new Move It training area, which will provide functional equipment and flooring; stimulating design features; and fast, effective workouts.

**Milon Industries** exhibited its "unique" concepts and systems to visitors at this year's show, which have been devised in a bid to enhance the operation of fitness centres and health centres. Milon says its services set facilities apart from rival operators, helping to attract new customers and engage existing ones, while also allowing for the generation of increased revenue with less floor space.

Relaunched in the UK in 2009, **Neptunus** is the provider of temporary structures for the sport, fitness and hospitality industries. The company is a market leader in the provision of semi-permanent facilities and has become an approved member of the Sports and Play

Contractors' Association. At LIW, the company unveiled its most energy-efficient structure, the Flexolution, which offers an A-Rated energy performance under the EU Energy Performance in Buildings Directive.

**Jordan Fitness** came to this year's LIW with a number of new partnerships to announce, which will lead to the supplier further expanding its comprehensive range of functional training equipment. New agreements have been secured with Lifeline USA; SAQ International; strength and endurance equipment provider Beaverfit; and Alpha Strong. And it was the latter of the three partnerships, which contributed towards Jordan Fitness' support of a world record attempt at LIW.

Jordan Fitness got behind ultimate-endurance athlete Mike Buss' Iron Soldier Powerbag Challenge, which used Alpha Strong's Powerbags and saw Buss break his 43rd world record! The attempt involved a series of fast shuttle runs while carrying a varying degree of weights, with Buss surpassing his target of 200 reps and going onto achieve a total of 261 in the six-hour challenge.

With the breaking of a world record to add to plenty of new launches, announcements and demonstrations to engage the delegates at LIW 2011, it has been another successful year at Birmingham's NEC. The 2012 Olympic and Paralympic Games will provide the sport and active leisure industry with some unique opportunities in the months ahead, and it looks like that by the time LIW 2012 comes around, it will provide a timely chance to reflect on an exciting twelve months.



## Is government seeing the light over APD?



**KURT JANSON**  
is policy director of  
Tourism Alliance

The government has announced that it will reduce Air Passenger Duty (APD) in Northern Ireland from £60 for economy flights and £120 for business class flights to the USA to £12 and £24 respectively. The reason for the reduction was that Continental Airlines was about to close the only air service between Northern Ireland and the US, due to APD making flights from Belfast uncompetitive compared to flights from Dublin, where APD is only €3 (£2.61) and is to be removed altogether.

That a difference of £58 is sufficient to make enough people in Northern Ireland travel to Dublin to fly to the US (and deter people in the US from flying into Belfast) so as to make the route uneconomic shows how highly price-sensitive travellers are.

It also shows that the government recognises the principle that if APD is set too high, there will be a negative impact on the economy as outbound travellers seek to avoid the tax and inbound visitors simply fly to another destination.

This is important because the chancellor has stated in this year's budget that he intends to increase APD in the rest of the UK next year by twice the current rate of inflation – just under 10 per cent. This is in addition to the proposed inclusion of aviation in the European Emissions Trading Scheme whereby airlines will have to buy permits to cover their CO<sub>2</sub> emissions which will add to the cost of flights.

This fails to recognise that the problem they have just sought to resolve in Northern Ireland is already occurring in south east England. While Dublin is only a two hour drive from Belfast, making it an easily accessible alternative, the government has failed to recognise that it only takes two hours to travel from London to Paris on the Eurostar, or just one hour to fly to either Charles de Gaulle or Schiphol airports.

If APD needs to be reduced to protect the Northern Ireland economy then, by the same logic, APD for passengers in the rest of the UK also needs to be reduced to protect the British economy as a whole.

## TOURISM

# PM unveils new GREAT campaign

A major marketing campaign has been launched by Prime Minister David Cameron in a bid to attract four million extra overseas visitors and generate at least £1bn in Olympic business.

The GREAT initiative was unveiled by Cameron in New York, US, in an attempt to promote the UK as one of the "very best" locations to visit, study, work and invest in.

In addition to the business and trade element, tourism is placed at the heart of GREAT, with hopes that the campaign will build on the £115m already generated each year by the sector.

"Reasons to visit" outlined include the 28 World Heritage Sites located in the UK; plus the 2012 Olympics, the 2014 Commonwealth Games and 2015 Rugby World Cup. Music festivals and the presence of three of the top five



The campaign is set to play on a wide range of the UK's tourist attributes

museums and galleries in the world are also included, along with 15 National Parks and iconic sports venues such as Wembley.

Culture secretary Jeremy Hunt said: "With the eyes of the world on Britain in 2012, we have a fantastic opportunity to showcase everything that the country has to offer."

## VisitEngland hails appeal of celebrity-owned pubs

VisitEngland has hailed the tourism appeal of celebrity-owned pubs across the country, after it was announced that Sir Ian McKellen had acquired an East London establishment.

The actor, who appeared in major film releases including the *Lord of the Rings* trilogy

and *The Da Vinci Code* among others, has bought The Grapes in Limehouse.

Some of the other celebrity-owned pubs are Sir Michael Parkinson's The Royal Oak, Berkshire, and film director Guy Ritchie's Punch Bowl in Mayfair, London.

## Irish tourism sector continues to rebound

Ireland's tourism sector continued to rebound between May and July, after figures from the Central Statistics Office revealed a 9 per cent increase in visitor numbers.

It follows the announcement last month that the total number of inbound visitors for Q2 grew by more than 15 per cent, compared with the same period in 2010.

During the three-month period ending July 2011, visitor numbers continued to grow, with a 9.3 per cent increase in travellers from both North America and European countries.

However, there was a 1.8 per cent decline in the number of Irish residents travelling abroad between May and July, when compared with the same period last year.



Tourism minister Leo Varadkar hailed the sector's continued resurgence

Irish tourism minister Leo Varadkar said: "Developments in the British market are particularly significant, as this is our largest source market. The number of visitors from Britain so far has grown by more than 9 per cent."

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St Pancras Renaissance Hotel has been shortlisted

## Leisure sites make British Design Awards shortlist

Leisure projects have made it on the shortlist for The British Design Awards 2011.

The UK Pavilion at last year's Shanghai Expo, designed by Heatherwick Studio; St Pancras Renaissance Hotel in London by RHWL and Richard Griffiths Architects; and the Hepworth Wakefield gallery in Yorkshire feature on the five strong list.

The list also features the Plasma Studio-designed Creativity Pavilion at the Xi'an International Horticultural Expo in China and the Living Architecture holiday home project created by Alain de Botton.

## Housing fears for historic Swansea sports ground

Swansea residents have raised fears over the future of the city's historic St Helen's cricket and rugby ground after it was earmarked for potential housing development.

First opened in the late 19th century, the venue entered the history books in 1968 when cricketer Sir Garfield Sobers became the first man to hit six sixes off an over in the first class game.

However, Swansea Council's new Local Development Plan has included St Helen's as one of 500 locations across the area that could be turned over to housing.

## Topland nets Hilton Glasgow in £35.7m deal

Privately-owned investment firm Topland Group has confirmed that it has acquired the 319-bedroom Hilton Glasgow property on William Street in a deal worth £35.7m.

Royal Bank of Scotland selected Topland as its preferred buyer for the hotel, which offers the Ocean Room Spa; a fitness centre; a sauna and whirlpool; and a 15m pool.

Hilton currently operates the Glasgow property as part of a 30-year lease agreement signed in 2001 and produces a turnover-based rent, which is said to have "consistently exceeded the base rent".

## Detailed Blackpool plans submitted

Muse Developments has submitted detailed proposals for the first phase of the £220m Central Business District (Talbot Gateway) Gateway scheme in Blackpool.

The Manchester-based developer is working with Blackpool Council to deliver the project, which is to include hotels, restaurants and cafés when complete, along with 85,000sq m (914,932sq ft) of office and business space.

Outline planning consent for the entire development was approved by councillors in March 2010, although the proposals were dealt a blow after it was confirmed that the Northwest Regional Development Agency (NWDA) would not be contributing any financial support.



The £220m scheme is earmarked to boast hotels, restaurants and cafés

The first phase consists of two applications relating to the refurbishment of a car park; the new retail space; and the construction of an office building for public and private use.

## Deal signed for East London scheme

The mixed-use transformation of the former Arcade site in Walthamstow, London, has moved closer after development agreements were signed by the project's stakeholders.

Waltham Forest Council (WFC) is proposing to overhaul the town centre and is working with Islington and Shoreditch Housing Association (ISHA) and Hill Group to fulfil its vision.

Pollard Thomas Edwards Architects (PTEa) will be responsible for drawing up plans for the project, which



A cinema and leisure facilities are set to form part of the development

are currently set to incorporate a cinema, leisure facilities and residential elements.

The final proposals will go before the public for a consultation process before a planning application is submitted, with work scheduled to start on site in September 2012, following the Olympic and Paralympic Games.

WFC leader Chris Robbins said: "I think most residents will agree that the plans ISHA and the Hill Group are drawing up match both the aspirations of our local community.

"The signing of these development agreements marks a major step forward for our ambitious plans to revitalise the area."

## Council exhibits plans for Piece Hall overhaul

Calderdale Council's vision for the major redevelopment of the Grade I-listed Piece Hall in Halifax, West Yorkshire, have gone on show as part of a public display at the site.

The local authority is planning to apply to the Heritage Lottery Fund next March in a bid

to secure £6.7m towards the scheme, which will include the restoration of the building.

Other elements of the scheme include the development of the courtyard to create a new town square for Halifax and a new heritage centre exploring the site's history.

## Management & Operation of Westminster Lodge Leisure Centre St Albans City and District Council

St Albans City and District Council ("the Council") is seeking Expressions of Interest (EOI) from suitable leisure management contractors to enter into a contract to manage, maintain and operate the new Westminster Lodge Leisure Centre, Holywell Hill, St Albans AL1 2DL and deliver the Council's wider objectives for the leisure centre.

The Council wishes to attract innovative proposals for the future management of the facility and the delivery of services. The Council intends to award a contract for a period of ten or fifteen years.

The full advertisement which includes the facility mix for the new leisure centre can be found at

<http://www.stalbans.gov.uk/business/procurement/Available-tenders.aspx>

The Council reserves the right to seek a separate operator to manage the Café/Bistro facility and therefore Tenderers should note that this element of the Service may be excluded from the final Contract.

The Council considers that the existing staff at the current Westminster Lodge Leisure Centre may transfer under the Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE).

The Council intends to procure these services in accordance with the restricted procedure set out in Regulation 16 of the Public Contracts Regulations 2006.

Interested parties should refer to the recently published OJEU Contract Notice (OJEU Ref: (11/S 183-299764/EN)) for further details..

Background information and a Pre-qualification Questionnaire can be obtained from: Mr Nick Walker, Drivers Jonas Deloitte, Athene Place, 66 Shoe Lane, London EC4A 3BQ

[niwalker@jdeloitte.co.uk](mailto:niwalker@jdeloitte.co.uk) telephone number +44 (0) 2073 034111.

The closing date for the return of completed questionnaires is 31st October 2011.



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6.45pm - CHAIRMANS WELCOME AND INTRODUCTION

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## Giving young people a chance to start out



**STEPHEN STUDD**  
is chief executive  
of SkillsActive

**A**utumn always means event season to me – starting with Leisure Industry Week (LIW) in September, and LIW 2011 was particularly successful for SkillsActive.

We used LIW to begin the first consultation period for our new single endorsement programme, and will discuss it further with training providers before presenting the new offer in the next few months.

The endorsement team was also able to meet customers, including providers from overseas, in person. Feedback has been positive, and interest in our Training Provider Licence, which gives unlimited opportunities to providers, was very high.

LIW is a great event for many industry professionals. However, for some people, particularly those who have left school or higher education and haven't been able to find work, even making the first step to employment can be hard. This is why I'm particularly excited, and proud, of the work we've been doing in conjunction with another event – WorldSkills London 2011 – which takes place this month (October).

The WorldSkills London 2011 Volunteer Development programme, managed by SkillsActive, provides young people with the chance to complete a Level 1 award in event volunteering, gaining practical experience by volunteering at the WorldSkills London 2011 Event.

More than 1,000 competitors and 150,000 visitors are expected to attend the four day programme in which visitors from 50 different countries compete in 46 skill competitions from electronics to web design.

Volunteering at this event will give the 250 young people who've taken part in the WorldSkills Programme, the chance to put their learning into practice and, hopefully, put them on the road to a fruitful career.

As a sector we need to ensure employability across all levels, from entry to degree level, and I hope that our partner organisations and employers will continue to support us in meeting this objective.

## TRAINING

### Sportwise announces new nutrition course

A new SkillsActive-accredited Level 4 course, which has been designed to help improve the nutritional knowledge of personal trainers, has been launched by Sportwise Education and Training.

The Advanced Nutrition and Supplementation course, which has been developed by Dr Gary Mendoza, aims to give health and fitness professionals a sound understanding in nutrition.

It follows a recent legal case in the US, where a personal trainer was sued after advising the use of a supplement that is believed to have been responsible for the death of a client.

According to Sportwise, its new Level 4 programme – accredited by SkillsActive – includes fundamental biochemistry and physiology



IMAGE: NITRA VALINTIN/SHUTTERSTOCK.COM

The course aims to boost nutritional knowledge of fitness professionals

associated with energy metabolism and considers all supplements currently available.

The course is delivered over four days and provides a "comprehensive manual", which has been shaped with the help of more than 500 peer-reviewed references.

### PTI unveils specialist qualification

UK-based health and fitness training provider Premier Training International (PTI) has launched its new Level 4 Exercise for Specialist Populations (ESP) Diploma.

The course – unveiled at Leisure Industry Week 2011, is the only nationally-accredited Level 4 QCF programme currently on the market and is seen as a progression from the Level 3 Certificate in Advanced Personal Training.

Candidates will be required to have completed a Level 3 qualification to be eligible and will gain 20 REPs points for each of the qualification taken within the diploma.

PTI chief executive officer Debra Stuart said: "Expectations for fitness industry professionals are at an all time high and Level 3 qualifications often aren't enough to make graduates stand out from the crowd any more.



The course is designed to reflect the sector's closer links with medicine

"Because of this, we're making sure that we maintain our position at the forefront of the industry and continue to support fitness professionals by introducing the only Active IQ nationally accredited Level 4 QCF qualification on the market."

For more on LIW 2011, turn to page 12.

### PocketFit Training launches at LIW 2011

PocketFit Training, a new company providing health and fitness-related courses across "all levels", has launched at this year's Leisure Industry Week (LIW) in Birmingham.

It delivers nationally-recognised qualifications for professionals in the active leisure

industry, as well as training in SkillsActive-endorsed revenue-generating resources.

All of PocketFit's resources have been designed to fit on playing cards in order to enhance the accessibility of its programmes, as well as making them easy to maintain.





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- the ability to build an effective shift team and to develop team members
- a good understanding and experience of the delivery of excellent customer service whilst ensuring a safe environment
- a high level of commitment, enthusiasm and motivation
- knowledge and experience of sports programming and development

Informal enquiries: contact the Director of Sport, Iain Akhurst on +44(0)118 378 8799 or email [i.a.ackhurst@reading.ac.uk](mailto:i.a.ackhurst@reading.ac.uk)

Applications from job seekers who require sponsorship to work in the UK are welcome and will be considered alongside all other applications. However, non-EEA candidates who do not already have permission to work in the UK should note that this role is not recognised as a graduate level job by the UK Border Agency and the Tier 2 sponsorship route is not available for non-graduate level occupations. There is further information about this on the UK Border Agency Website.

Closing date: 25 October 2011

To apply please visit [www.reading.ac.uk/jobs](http://www.reading.ac.uk/jobs) or contact Human Resources, University of Reading, Whiteknights, PO Box 217, Reading RG6 6AH. Telephone +44(0)118 378 6771 (voicemail)

Please quote reference number AS11081

We value a diverse workforce and welcome applications from all sections of the community



## New opportunities to enable more disabled people to play sport

**With the 2012 London Paralympics only a year away, there has never been a better time to champion sport for disabled people and work within an exciting sector.**

English Federation of Disability Sport (EFDS) works in partnership with the National Disability Sport Organisations (NDSOs) which help to get people with specific impairments active in sport. This partnership allows us to signpost disabled people and extended networks to a range of sporting opportunities and information.

Sport England funding has enabled a number of exciting sports development roles to be created within NDSOs and EFDS. We are looking for motivated and dedicated professionals with an in-depth understanding of the sector, as well as a passion for working within sport for disabled people. Due to the type of roles, impairment specific knowledge would be a distinct advantage.

Please note that all posts will be fixed term contracts and details will be available for each organisation. For more information on each role including salaries, recruitment processes and deadlines - please contact the relevant organisations below:

### British Blind Sport

Sport Development Advisor (blind and visually impaired people)  
For further details visit [www.britishblindsport.org.uk](http://www.britishblindsport.org.uk)

### Dwarf Sports Association UK

Inclusive Sport Advisor (people with restricted growth)  
For further details visit [www.dsauk.org](http://www.dsauk.org)

### Mencap Sport and Special Olympics Great Britain

Learning Disability Sport Advisors (two posts)  
For further visit [www.mencap.org.uk/jobs](http://www.mencap.org.uk/jobs)

### UK Deaf Sport

Inclusive Sport Advisor (deaf and hard of hearing people)  
For further details visit [www.ukdeafsport.org.uk](http://www.ukdeafsport.org.uk)

### Wheelpower - British Wheelchair Sport

Sports Advisor (wheelchair users and physically impaired)  
For further details visit [www.wheelpower.org.uk](http://www.wheelpower.org.uk)



All positions are displayed on [www.efds.co.uk](http://www.efds.co.uk)

For a broader overview discussion on the roles being advertised please contact: Ray Ashley, Partnerships Manager at EFDS on 01509 227750 or email [rashley@efds.co.uk](mailto:rashley@efds.co.uk)



Southgate College

*Daring to be Different*

## Sports Commercial Officer

Southgate, Greater London

£30k basic + PRP

Full-time fixed term until 31st July 2012

Applications close: Friday 14th October 2011

Interview date: Monday 24th October 2011

Southgate College is looking to employ a dynamic and experienced Sports Commercial Officer. The successful candidate will work with external partners generating income through bids, grants and commercial partnerships, whilst working closely with the Head of Sport and the Sports Academic Operational Manager to ensure successful delivery of income based projects or courses. The Sports Commercial Officer will be expected to have proven success in networking and income generation within the sports industry and have a good knowledge of the FE sector and how it can attract investment.

In return, we offer:

- Competitive salary
- Generous holiday entitlement
- Flexible working
- Local Government Pension Scheme
- Regular staff development
- Child care vouchers
- Free Car Parking
- Restaurant and Bistro on site
- Health and fitness gym on site
- Employee Assistance Programme

Southgate College is located in a suburb 40 minutes from Central London by underground yet only a short distance from open countryside. The College is a few minutes walk from Southgate Tube on the Piccadilly Line. There is also a good bus service to adjacent areas of Haringey, Barnet, Hertfordshire and Enfield.

For further information about the College, please visit our website [www.southgate.ac.uk](http://www.southgate.ac.uk)

To apply for this vacancy, please complete the application form online and click 'Send' when you have finished.



[www.southgate.ac.uk](http://www.southgate.ac.uk)



## 360 Play to open in Hertfordshire

360 Play, the family entertainment centre operator owned by DP Leisure, has confirmed that it is to open in a building formerly home to a Stevenage nightclub in Hertfordshire.

The new play facility is set to add to the company's existing site, which is located in Milton Keynes, and is due to open this year following the closure of Liquid and Envy.

DP Leisure's sister company, DP Associates, has worked on the proposals over the past six months and received approval for the Stevenage Leisure Park scheme last month.

Covering 24,000sq ft (2,230sq m), the new Stevenage family entertainment centre will include an extensive range of children and family-orientated experiences and activities.



360 Play will replace the Liquid and Envy club that shut earlier this year

Three main zones will be created in order to offer different types of activities at the 360 Play venue, which will comprise physical play, creative play, and skills play.

## Cineworld signs up to Telford's Southwater scheme

Cineworld has agreed a deal with Telford and Wrekin Council (TWC) and Citygrove for an 11-screen venue as part of the £250m regeneration of the Southwater area of Telford.

The new multiplex cinema is set to form part of a wider mixed-use scheme for Southwater,

which will also comprise an 80-bedroom hotel and seven bars and restaurants.

It is anticipated that TWC and developer Citygrove will submit plans for the development later this year, while talks with hotel and restaurant operators remain ongoing.

## Legislation to sink Tipperary project?

Proposals for a new €460m (£400.5m) cultural, sports and leisure development in County Tipperary, Ireland, could face being axed under new Irish government legislation.

Alan Shatter, minister for justice, equality and defence, said no provision is set to be made for "large resort-style casinos" in new gambling laws currently being prepared.

The Tipperary Venue, which is earmarked for a site near Two-Mile-Borris, was to feature a 500-room hotel with resort-style casino; an 18-hole golf course and a greyhound track.

However, the Irish government is only planning to make statutory provisions that will allow for the development of "modest-sized casinos". It has recognised the need to support "a form" of casino entertainment, but felt there were "good reasons" not to back large-scale casinos as part of resort projects.



The scheme has been approved by the local authority

Charles Stanley-Smith, chair of An Taisce – an opponent of the Tipperary Venue plans – said: "We are heartened that the minister has agreed with us that there is no need for a resort-style casino and that there is no social benefit in a resort of this scale."

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- ALVA +44 (0)20 7222 1728  
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