

# leisure opportunities

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## DLL to launch PT studio concept

David Lloyd Leisure (DLL) has announced the launch of a high street-based personal training concept, which will be trialled in three locations from the end of September.

The first DL Studio site will open on Upper Richmond Road in Putney, London, while a second location is expected to follow in Winchester - subject to planning consent.

A third site is being planned in the centre of London and DLL is looking to roll-out the format on a wider scale. The first three DL Studios represent a £500,000 investment.

It is anticipated the new concept will provide one-to-one personal training sessions, exercise classes and group training run by DLL-qualified instructors.

DLL chief executive Scott Lloyd said: "The creation of our new studio training concept



The first DL Studio is due to open in Putney by the end of September

provides a complementary alternative to the traditional gym and brings an exciting new offer to the high street."

Read more: <http://lei.sr?a=19l8e>



175 Travelodge hotels are to receive a renovation

## Travelodge secures future with financial restructuring

Travelodge has moved to secure its future after agreeing a financial restructuring, while also initiating a Company Voluntary Arrangement (CVA).

The chain worked with GoldenTree Asset Management, Avenue Capital Group and Goldman Sachs on the restructuring, which will see £75m injected into the group.

Travelodge's portfolio will receive a £55m investment to refurbish 175 hotels, while its debt will be reduced from £635m to £329m - £235m of which is written off.

Read more: <http://lei.sr?a=Eo05d>

## Olympics 'inspire' young UK adults

Half of young adults across the UK have been "inspired" to participate in sport as a result of the London 2012 Olympic Games, according to new research from Deloitte.

The professional services firm surveyed 2,000 people between the ages of 16- and 35-years-old as part of the study, with 18 per cent intending to take up a new sport.

A further 27 per cent are planning to participate more in an existing sport or activity, while 5 per cent said they would look to do both.

Team GB's cycling success during the Games has led to 46 per cent of survey respondents intending to take up the sport, while 40 per cent are planning to start swimming.



London 2012's ambition is to "inspire a generation"

Across the group, it was younger participants - those aged between 16- and 18-years-old - who were found to be most enthusiastic, with 63 per cent inspired by the Olympics.

Details: <http://lei.sr?a=G8R9l>

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# London's Paralympic Games begin

World-renowned scientist and physicist Professor Stephen Hawking has made a rare public appearance to help mark the launch of the London 2012 Paralympic Games.

The Opening Ceremony – created by co-artistic directors Jenny Sealey and Bradley Hemmings – focused on the scientific advances across history that have challenged human perceptions.

In a series of statements that formed part of the event, Professor Hawking called for a "new age of enlightenment" as the two-week period of Paralympic competition started.

Athletes from 164 Paralympic teams will be participating in the London 2012 Games, which are set to be the largest of their kind ever held during the Games' 52-year history.

LOCOC chair Sebastian Coe said: "Prepare to be inspired. Prepare to be dazzled. Prepare to be moved by the Paralympic Games."

A "huge transitional operation" has been undertaken by LOCOC following the conclusion of the Olympic Games in order to prepare for the Paralympic Games.

Among the preparation work carried out by LOCOC has been the transformation of the Athletes' Village from a complex housing more than 10,000 Olympic athletes to one catering for 4,280 Paralympians in just five days.



The Olympic rings have been replaced by Agitos, the Paralympic symbol

Two additional venues have now been provided – Eton Manor at the Olympic Park is to host Wheelchair Tennis and temporary training pools for swimming events and Brands Hatch, the motorsports venue and host of Paralympic Road Cycling.

Meanwhile, 17 Olympic venues are no longer needed following their Olympic use and will be returned to public use – including Horse Guards Parade, Hadleigh Farm, Lord's and the Lee Valley White Water Centre.

LOCOC has also released 100,000 non-event tickets for people to visit the Olympic Park during the Paralympic Games.

A further 40,000 event tickets were also put on sale, with around 2.3 million tickets sold for the Games – more than any previous event. Details: <http://lei.sr?a=09M3x>

## EFDS unveils new participation campaign

A new campaign to promote participation at all levels – Pass The Baton – was unveiled by the English Federation of Disability Sport (EFDS) ahead of the Paralympic Games.

The organisation said it hoped the increased interest in the Games will establish an inclusive legacy for disabled people after the event reaches its end on 9 September.

Nine London Underground and three Newcastle Metro stations will host the poster element of the campaign in order to emphasise the availability of sport for all.

Meanwhile, participants can sign up to a fundraising event or register online for information on sport and exercise programmes.

EFDS chief executive Barry Horne said: "We know the London 2012 Paralympic Games is



The Pass The Baton campaign aims to promote sport as accessible to all

a fantastic opportunity to motivate more disabled people in sport.

"So while you celebrate the achievements of our elite disabled athletes, who have followed their dreams in sport, let's get together and make more opportunities inclusive."

Read more: <http://lei.sr?a=2U1B4>

## £8m Dorchester centre complete

The Leadbitter Group has completed work on the new £8m Dorchester Sports Centre, which will replace existing facilities at the town's Thomas Hardy School.

Designed by Dyer, the new facility is the result of a partnership between the school, Dorset County Council and West Dorset District Council. It will be operated by 1610.

A 60-station fitness suite and a 25m, six-lane swimming pool are among the facilities at the new Dorchester Sports Centre, as well as a learner pool, a dance studio and changing areas.

The pool hall, which also contains a spectator gallery, maximises views of the surrounding countryside, while the building itself is in keeping with the nearby Poundbury Estate.

Dorset County Council's Toni Coombs said: "With so much focus for sports this summer,



The new £8m Dorchester Sports Centre includes a 25m swimming pool

it couldn't have come at a better time and will benefit young people for years to come."

West Dorset District Council chair Gillian Summers added: "The centre will provide first-class facilities and we are very much looking forward to when the facility is open."

Details: <http://lei.sr?a=D3c5c>

## Aston Uni starts work on new facilities

A second stage of development work has now commenced at Aston University's Doug Ellis Woodcock Sports Centre as part of a bid to further boost its sporting provision.

Speller Metcalfe has secured a £3.2m contract to complete a final phase of structural works at the Grade II-listed building, as well as to build a new facility linked to the centre.

The facility is to contain a four-court sports hall, squash courts and additional changing space. It was designed by Robothams Architects, which also worked on phase one.

Aston University director of sport Mike Kirkman said: "The completion of the sports hall and squash courts will further enhance the sports facilities provision we have."



New squash courts are to be created as part of the project's second stage

The second phase of work is due for completion early next year. The first stage included a 110-station Life Fitness gym and an upgraded swimming pool area.

Read more: <http://lei.sr?a=doA9P>

## SRA chair Andy Reed: 'Don't cut honours to sports people'

Sport and Recreation Alliance (SRA) chair Andy Reed has called for more sports people to be recognised by the honours system.

Responding to the Public Administration Select Committee's report on the honours system, Reed said any changes shouldn't be about

"levelling down" and taking potential honours away from people who deserve them.

"The number of honours awarded to people involved in sport is trifling compared with other walks of life," Reed said.

Read more: <http://lei.sr?a=h1P3s>

## Islington leisure centre reopens in legacy mode

Sobell Leisure Centre in north London has reopened after serving as a practice venue for volleyball athletes for the 2012 Games.

Team GB and 11 other national teams used the sports hall during the Olympics, which has been given a £250,000 revamp.

Lasting improvements for sports hall users include a new sprung wooden floor, and international-standard lighting.

The sports hall has now been returned to Islington Council and partner Aquaterra Leisure and is once again fully open.

Read more: <http://lei.sr?a=W1N3d>



The venue was host of the Olympic rowing events

## Eton Dorney chosen to host World Rowing Cup

British Rowing has announced that Eton Dorney in Buckinghamshire – host of the 2012 Olympic rowing regatta – is to stage the 2013 Samsung World Rowing Cup.

FISA confirmed the decision at its annual congress in Plovdiv, Bulgaria, with British Rowing also having the option to host a world cup event in 2015.

Scheduled to take place on 21-23 June, the 2013 Samsung World Rowing Cup is expected to bring some of the world's leading rowers back to Eton Dorney for the second time in as many years.

Read more: <http://lei.sr?a=c9F3f>

## British Swimming appoints expert panel for 'debrief'

Conor O'Shea and Thomas Lurz are among experts appointed by British Swimming to support and contribute to its London 2012 Performance Debrief.

O'Shea is a former national director of the English Institute of Sport and current director of rugby at Harlequins, with experience of coaching and sport medicine.

German-born Lurz is a two-time Olympic marathon swimming medallist and is to contribute to analysis of Team GB's open water swimming performance.

Read more: <http://lei.sr?a=v9D9B>

### C-SALT trust to manage Wokingham facilities

Wokingham Borough Council-owned leisure facilities are now operated by a new trust linked to Leisure Connection.

C-SALT – launched in July – will manage Loddon Valley, Carnival Pool and St Crispins, with each of the venues retaining the Harpers brand and current facilities.

The charitable trust will reinvest any of the profits generated into improving facilities, while also being able to benefit from VAT exemption, business rate relief and other funding opportunities.



The Maidstone club is the chain's 23rd in the UK

### Fit4less opens 'smallest ever' club in Maidstone

Budget operator Fit4less by énergie has opened its smallest ever club in Maidstone, Kent. The 3,000sq ft (279sq m) club is the chain's 23rd site in the UK.

Facilities at the new club include equipment supplied by TRX, Precor cardio stations, resistance machines, free weights, changing facilities and showers.

The opening of Maidstone is the third Fit4less site headed by entrepreneur and ex-Fitness First manager Tom Burke since he became a franchisee in 2010.

Read more: <http://lei.sr?a=A7xiB>

### 1610 invests £150,000 in Taunton sports centre

Leisure trust 1610 has started a £150,000 refurbishment at Castle Sports Centre in Taunton, Somerset, which will provide new fitness facilities for members.

A new gym with 29 cardio machines from London 2012 supplier Technogym is to be created as part of the project. Free weights will also be provided.

Castle Sports Centre will house a temporary fitness facility for gym members until work on the refurbishment – and the new fitness suite – is completed.

## MMA star plans gym expansion

Mixed Martial Arts (MMA) star Khalid Ismail has confirmed plans to expand his Lion's Den Gym (LDG) in Chadwell Heath, London.

The gym is one of two sites owned by the London fighter and is currently being turned into the largest centre for Martial Arts in the capital.

The expanded gym will feature 15,000sq ft (1,393sq m) of training space, including specialist strength and training facilities alongside the brand new octagon boxing ring.

Due to be completed in September, the world class combat and matting facilities are set to be complemented by three separate studio spaces, a spinning suite, and a 'Women Only Zone'.

The gym's current cardio space is also due to be extended and members will be able to recharge after a work out in the LDG café.



The club will become the largest centre for martial arts in the capital

Ismail hopes to welcome new members from September when the expansion is completed, opening MMA up to new participants.

Khalid has channelled his passion for martial arts and fitness into LDG for six years, when the Chadwell Heath gym was first opened.

## Bolton centre renamed after Olympic hero

The leisure facility at Bolton One – the £30.6m complex opened earlier this year – is to be renamed in honour of Olympic gold medal-winning cyclist Jason Kenny.

A motion went before Bolton Council on 29 August, which urged members to back a plan to rebrand the facility as the Jason Kenny Centre, as well as the naming of a local cycle trail after Kenny.

Kenny is the town's greatest Olympian to date and won gold in the men's team sprint and the individual sprint at the 2012 Olympics in early August. He has won three gold and one silver medal in total.

Bolton Council leader Cliff Morris said: "Jason is a great sporting ambassador, an inspiration for young people across the borough."



The facility will be renamed after Jason Kenny, here with Sir Chris Hoy

Kenny added: "As the saying goes 'home is where the heart is' so it's a real honour to have the leisure centre at the Bolton One complex named after me."

Read more: <http://lei.sr?a=Z5x3a>

## £1m boost for Windsor and Maidenhead initiatives

The Royal Borough of Windsor and Maidenhead (RBWM) has unveiled proposals for a post-Olympic funding boost worth £1m towards local sports and leisure projects.

Members of the council's cabinet discussed the planned cash injection on 23 August,

with the majority – £945,000 – to come from Section 106 developers' contributions.

It takes investment in leisure across the borough to £2.4m and will include expanding the BodyZone gym at Charters Leisure Centre.

Read more: <http://lei.sr?a=c7F5H>

## 'Little change' in Welsh habits

New research from the Welsh Government has reported "little change" in physical activity levels over the last eight years, with one-in-three adults found to do no exercise.

**Welsh Health Survey:** *Physical Activity, 2010* uses data sourced from the Welsh Health Survey and provides an overview of physical activity across the country.

It was produced on behalf of the Welsh Government by NatCen Social Research, which has carried out the survey of 15,000 adults and 3,000 children since 2003-04.

Among the results of the latest study is that 34 per cent of adults reported no "active days", while 30 per cent were active for more than five days in the week-long reporting period.

Levels decline as age increased – and Powys among the male demographic – and Powys



IMAGE: ANDREW BRIDGEMAN/SHUTTERSTOCK.COM

Around 30 per cent of adults were active for more than five days a week

was the county with the highest proportion of physically active people.

More than half (52 per cent) of children between four- and 15-years-old did more than five days of physical activity, while 12 per cent reported no physical activity.

Read more: <http://lei.sr?a=11515>

## DLL launches mobile app for UK market

Health club operator David Lloyd Leisure (DLL) has announced the launch of a free UK mobile app for members and non-members.

The app is currently available for iPhone, iPod and iPad devices and will soon be available on android systems. It includes a club finder and downloadable timetables for courses and classes.

It also features searchable profiles of personal trainers and tennis coaches, as well as introductory exercise video guides and photo galleries of club facilities.

Additional services are available for members, as DLL hopes the app to work as a retention tool. These services include: a customised dashboard enabling users to view



The new app is designed to increase retention and attract new members

the information that matters to them; a club 'check-in' allowing members to record their club visits; and timetables to view and download schedules for courses and classes.

Read more: <http://lei.sr?a=0R7G1>

## Three new leisure centres for Everyone Active

Everyone Active has opened two new leisure venues in Daventry and Ely, while also renewing its contract to operate Waterfield Leisure Centre in Melton Mowbray.

All three centres will be operated in partnership with their respective local authorities

and recently received a combined total of £3m worth of improvements.

Daventry Leisure Centre, operated on behalf of Daventry District Council, has undergone a £500,000 modernisation programme.

Read more: <http://lei.sr?a=d8DoV>

## YMCA refurbishes two Y+ Fitness gyms in London

YMCA London South West's Y+ Fitness gyms – Surbiton and Hawker Centre, Kingston – are being transformed as part of refurbishments at both locations.

The 285sq m (3,068sq ft) facility at YMCA Surbiton has already been unveiled following its facelift, with 32 stations of Precor cv equipment installed.

Meanwhile, the revamp of the 225sq m (2,422sq ft) facility at YMCA Hawker Centre is part of a wider development and will feature a new studio when complete.

Read more: <http://lei.sr?a=z7M9b>



Britons' healthy life expectancy is on the increase

## ONS: UK residents living longer, healthier lives

People in the UK are living longer, healthier lives than ever before according to an Office for National Statistics (ONS) report.

The healthy life expectancy increased by more than two years between 2005 and 2010, with more than 75 per cent of a lifetime spent in good health from birth.

The figures do, however, differ regionally. While the proportion of life spent in very good or good general health is increasing in England and Wales it is, on the whole, falling in Scotland and Northern Ireland.

Read more: <http://lei.sr?a=P6j3E>

## DC Leisure secures Horsham contract renewal

DC Leisure has secured a renewal of its management deal to operate three facilities on behalf of Horsham District Council.

The deal – which followed a bidding process involving five organisations – will see DC Leisure continue to manage The Pavilions in the Park, Steyning Leisure Centre and Billingshurst Leisure Centre for a 10-year period from 1 December.

The new contract includes a detailed performance monitoring system to ensure that important participation.

Read more: <http://lei.sr?a=LoK5F>





LEISURE  
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## British Gas Renewable Heat to showcase technologies at LIW

With the recent acquisitions of Cool Planet and Econergy, British Gas Renewable Heat now encompasses and offers all renewable heating technologies.

Uniquely positioned to lead the renewable heating market offering the broadest range of renewable heating solutions backed by a trusted brand, British Gas Renewable Heat has installed the largest air source heat pump scheme in the UK and with biomass are reducing carbon emissions at their own office in Manchester by 104 tonnes CO<sub>2</sub> per year, the equivalent of taking 20 cars off the road.

## Hydrachill to unveil 2-in-1 reusable bottle unit

September 2012 will see completion of Liverpool's £5m investment in its Sports & Fitness Centre facilities, incorporating a refurbished 25-metre pool, dance studio, fitness suite and integrated weight training area. Complementing these new amenities will be two newly installed HydraChill 2-in-1 Water Refilling Stations, one of which will be on advance display at LIW.

The unique 2-in-1 machines feature Sport Liverpool's branding and will offer members 500ml free chilled water refillable to any container, plus the option of a re-usable LU Sports bottle.

## Outdoor play area at LIW

The Outdoor Play Area at this year's LIW show is set to provide all visitors with a huge array of attractions, play and fitness products to try out.

The area will be accessed via a fully functional zip line provided by Innovative Leisure who will also operate an example of its Water Wars water balloon game.

Waterwalker will also feature with a range of inflatable games and outdoor gym equipment alongside Extreme Adventure's high ropes course, Play Bus Company's busses, Autoculture Distributions' go karts and theming from Snow Business.

## Independent Operators Unite (IOU) programme announced for LIW 2012



This year's IOU programme will include both practical demonstrations as well as educational seminars

IOU will return to LIW this year with another fantastic education programme. Sessions will run on Wednesday 19th and Thursday 20th September and will be presented by independent gym and health club owners, giving insight gained from real experience.

Seminars open with 'Practical ideas that work for the UK Independent Operator', with a panel of operators with years of experience and ideas that are easy to implement for any club owner. Clubs will take away quick-win ideas that will produce quick-win results!

This will be followed by 'Making money for your club from the 'other stuff''. In today's

market of diminishing returns due to increased competition and physical activity alternatives, clubs have to maximise the revenue that they generate from non-membership money. This session will offer innovative secondary spend ideas that generate profit and also provide better service to existing members.

Following that will be 'Easy ways to use the internet to make more money', broadening the online horizons of independent operators. On Thursday the programme will close with 'The great debate: Strengths/Weakness/Opportunities/Threats of being an Independent Operator in today's climate'.

## REPS Convention grows to cover all three days of LIW

The Register of Exercise Professionals (REPs) will be running their National Convention over all three days of LIW 2012.

This year's convention is full of vital updates and bite-sized CPD accredited training to keep attendees on top of industry trends and ensure you are delivering the very best for your clients. There will be one point awarded per session attended.

Programme highlights include inspirational keynote sessions from Pete Cohen, weight loss guru who will be presenting 'Obesity - an untapped fitness market', Tim Fearon from 'The Extraordinary Coaching Company' presenting 'Welcome to the age of different' and Bob Laventure of 'Later Life Training' presenting



TV presenter and weight loss coach Pete Cohen will speak at the event

'Can you really teach an old dog new tricks?'

In addition to these keynotes, REPs are set to present a dynamic selection of 40 interactive workshops delivered by leading industry experts. These sessions must be booked in advance and can be signed up for during the registration process to attend the show.

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## Fighting the opportunistic fraudsters



**PHILIPPE ROSSITER**  
is chief executive of the  
Institute of Hospitality

In the euphoria of the UK's great sporting summer, the police are warning the hospitality industry to be aware of an increase in crimes such as pick-pocketing and internet fraud. With so many events taking place over the period, along with the school holidays, we are likely to see higher than normal crime levels, with criminals attracted by the rich pickings available.

The Olympic Games have already been used as a hook in one particular scam – bogus hospitality job offers from websites which ask applicants for a nominal fee paid in advance to gain employment at hotels in London this summer. The police are swamped with such crimes so they are recommending that employers include disclaimers on their recruitment pages and details of genuine recruitment procedures.

In Britain, most businesses benefit from a close relationship with local police forces, sharing concerns and information on a regular basis. However, the national and global nature of criminal activity means that a greater level of knowledge-sharing can only be beneficial in the fight against crime.

One particularly useful new tool is a website – [www.londonhotelwatch.co.uk](http://www.londonhotelwatch.co.uk) – set up by the Metropolitan Police with Facewatch, the national low-level crime reporting and image sharing service for businesses. If your business is outside London, do not be put off by the name, because its use is open to all.

The site provides a highly flexible communication portal for information to be shared by all managers. In addition, information about crime is uploaded by the Met on a real time basis and sent out to users by email.

With incidents of bag theft and pick-pocketing increasing in its venues, Simon Gordon – owner of Gordon's Wine Bar in London and Stokes restaurant in Hampshire – realised he could help by collecting relevant CCTV evidence and delivering it directly to the police team in his location.

The internet was the simple answer, and Facewatch has now grown into one of the UK's leading crime reporting and deterrent systems being used in a number of shops, bars, restaurants and now hotels.

Details: [www.londonhotelwatch.co.uk](http://www.londonhotelwatch.co.uk)

## HOTELS

# 2012 Games 'will benefit' sector

The UK sector "will eventually enjoy" benefits from the London 2012 Olympic and Paralympic Games despite a slow July, according to PKF Hotel Consultancy Services.

In its latest preliminary figures, London saw room rates increase 17.3 per cent for the month. However, occupancy fell 14.9 per cent and rooms yield was down 0.2 per cent.

Meanwhile, a 4 per cent growth in regional hotels' room rate was more than offset by a 5.7 per cent decline in occupancy, which led to a 1.9 per cent drop in rooms yield.

PKF Hotel Consultancy Services partner Robert Barnard said the results for July remained impressive, despite "not much evidence of an Olympic-inspired uplift".

"We've seen the country's reputation boosted by what have been widely recognised

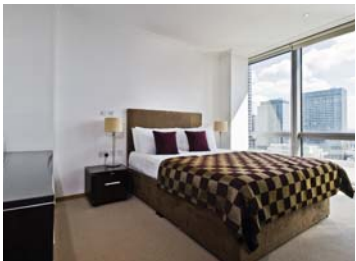


IMAGE: JAMES DOW/HUMPHREY & COOK

London hoteliers saw room rates grow 17.3 per cent, but occupancy fell

as amongst the best Olympics in recent history," said Barnard.

"I'm confident that the hotel sector will eventually enjoy the benefits of the Games – although probably not until after the last athletes have boarded their planes home."

Details: <http://lei.sr?a=w2m3x>

## BDL secures £6.5m to build and run Shetland hotel

BDL Management has secured a £6.5m funding package from the Royal Bank of Scotland (RBS) towards the development and operation of a new hotel in the Shetland Islands.

RBS' Corporate and Institutional Banking arm has provided the funding, with the new

hotel to be located in Brae. BDL's management contract will last 10 years.

It is expected the 100-bedroom property will primarily accommodate workers on a new gas project – ensuring high occupancy rates.

Details: <http://lei.sr?a=o6o1K>

## Starwood brand publishes mobile research

Four Points by Sheraton, the hospitality brand owned by Starwood Hotels and Resorts, has published new research examining the mobile device habits of business travellers.

StudyLogic surveyed 6,000 guests – 1,000 from Brazil, China, Germany, India, the US and the UK – on behalf of the operator, with the study conducted during March.

Most guests (55 per cent) took three/four mobile devices on trips, with Brazilians most likely to take five or more and a third of Germans travelling with two or less.

Smartphones were found to be the main device taken on business trips (74 per cent), followed by tablets (65 per cent); music players (43 per cent); and laptops (32 per cent).



IMAGE: JAMES DOW/HUMPHREY & COOK

Laptops were taken by 32 per cent of travellers, according to the report

Reasons for using mobile devices include to check email (90 per cent) and internet browsing or social networking (75 per cent).

Read more: <http://lei.sr?a=k6X2D>



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## Irish arts minister launches Culture Night programme

Irish arts minister Jimmy Deenihan has launched this year's programme for Culture Night – a nationwide project designed to increase access to the arts.

First held in 2006, Culture Night is based on similar events across Europe called White Nights – where buildings are lit up for the evening of the event.

Culture Night 2012 will see cultural organisations across Ireland extend opening hours and remove entry charges, with 34 locations participating this year.

Details: <http://lei.sr?a=Q7X3p>



The scheme looks to transform the South Bank

## Councils to extend South Bank's 'cultural spine'

Plans to extend the "cultural spine" of London's South Bank through to Battersea Power Station have been announced by Wandsworth and Lambeth Councils.

The authorities are working to appoint a cultural placemaking consultancy to ensure the Nine Elms area capitalises on its potential as a centre for arts and culture.

It forms part of the multi-billion pound plans to transform the former industrial Nine Elms area, which is one of the largest regeneration sites in central London.

Details: <http://lei.sr?a=O6Y7n>

## Turner Contemporary/Aspex in Dickens venture

Margate's Turner Contemporary and Aspex Gallery in Portsmouth have joined forces on *Our Mutual Friends* – an online project based on Charles Dickens's novel.

The project presents four newly commissioned online artworks and aims to connect the contemporary phenomenon of social media with the legacy of Dickens.

Our Mutual Friends mobilises Facebook, Twitter and other social networking sites to consider Dickens's satire on society, celebrity and the superficiality of friendships.

Details: <http://lei.sr?a=sym2Q>

## Overhaul for Plymouth theatre

Detailed plans drawn up by Andrzej Blonski Architects for the £7m redevelopment of the Theatre Royal in Plymouth have been revealed.

The redevelopment will see the re-cladding of the building which will improve energy efficiency by up to 40 per cent; an extension to the front of the building allowing level access; and a new box office, shop and café area.

There will also be an outdoor terrace area and an extended restaurant, and a new studio space within the theatre basement which will provide a city-centre location for work with young people and community groups.

According to chief executive Adrian Vinken, the project is now resting on the theatre's ability to find the funding for the works. He said: "Our aim is to modernise and make major



The theatre is set to undergo a £12m redevelopment of its facilities

improvements to the Theatre Royal to ensure it remains Plymouth's cultural centre of excellence for the next 50 years.

"Our ability to realise this vision will depend on whether we are able to raise the necessary scale of funding."

Details: <http://lei.sr?a=I2z2H>

## Milestone for Newbridge Memorial Hall restoration

A topping out ceremony has been held to mark the latest milestone in the £5.6m restoration of Newbridge Memorial Hall.

Seddon Construction commenced work on the overhaul in January, with Alwyn Jones Architects behind the design the restoration

of the Grade II\*-listed 'Memo' and the adjoining Grade II-listed Institute.

Both buildings were built with contributions from local miners, with the Institute opening in 1908 and the Memo opening in 1924.

Details: <http://lei.sr?a=i8R8w>

## ACE announces £1.2m of touring funding

Arts Council England (ACE) has awarded more than £1.2m of grants to 11 organisations in the third round of its Strategic touring programme.

The initiative aims to increase arts access across the country, particularly in areas where engagement levels are currently low and where there is a reliance on touring.

ACE is currently halfway through the inaugural year of the Strategic touring fund, which has seen more than £5.7m distributed to arts organisations out of the total £15m allocated for the year.

Among the successful applicants in the third round is a nationwide tour of artistic work by dead and disabled artists led by DaDa, as well as a workshop fronted by Home Live Art.



ACE is currently halfway through the inaugural year of the touring fund

An ACE spokesperson said: "It aims to facilitate stronger relationships between arts organisations with local promoters, who are on the 'supply' and 'demand' side of touring."

Details: <http://lei.sr?a=I3v3B>

## Kohler unveils new spa services

A new range of therapeutic and innovative services has been unveiled by Kohler Waters Spa at three sites – Kohler and Burr Ridge in the US and St Andrews, UK.

Hydrotherapy services, advanced massage technology and experiences tailored for men and teens are among the new introductions, with all three now offering the group's Hamman Ritual.

The Kohler Waters Spa flagship location at Kohler's American Club Resort now offers 12 new services, including five for those aged between 12- and 15-years-old.

Kohler also offers the WaveMotion Body treatment and is now one of just four spas in the US to have installed the technology, which provides 3D movement allowing guests to experience a feeling of weightlessness.



The experiences tailored for teenage guests are among the new services

A spokesperson said: "WaveMotion affords the technician the opportunity to provide enhanced stretches and movements personalized to each individual."

Details: <http://lei.sr?a=e1jrh>

## Spa planned for Great Yarmouth facility

Great Yarmouth's Marina Centre is in line for a redevelopment which is set to include the introduction of a spa.

Great Yarmouth Borough Council (GYBC) is in discussions to find funding for a £3m regeneration of the iconic sea-front centre, which houses a 25m swimming pool, a health and fitness club, indoor bowls green and sports courts.

The council is eager to improve services at the venue – operated by the Great Yarmouth Sport and Leisure Trust for the last six years.

The launch of a spa and wet areas – such as saunas, steamrooms and relaxation spaces – is among the proposals being considered in a business plan drawn up by GYBC, which is understood to be using the recent



Plans for the Marina Centre include a day spa with treatment rooms

redevelopment of the Waterlane centre in nearby Lowestoft as a template for its plans.

The Waterlane centre opened earlier this year and now includes a thermal spa, body treatment rooms and a 100-station gym.

Read more: <http://lei.sr?a=k4NtX>

## Spa Business Association prepares for Spa Week

The eighth annual National Spa Week – organised by the Spa Business Association – will take place between 17 and 23 September.

The event is the largest promotional campaign for the spa industry in the UK and last year saw, more than 100 spas nationwide come

together for the promotion – designed to raise the profile of spas and accredited salons.

Operators can take part by offering money-off deals and two-for-one offers to increase consumer awareness of the spa industry.

Details: <http://lei.sr?a=CowW>





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### National Football Museum reaches visitor landmark

Manchester's National Football Museum (NFM) in has attracted 100,000 visitors in its first six weeks since opening on 6 July.

As a result, it is likely to surpass its target of reaching 350,000 visitors in its first year. Entrance to the museum is free but exhibits include exclusive paid-for interactives.

NFM director Kevin Moore said: "It's happened far quicker than even we had anticipated and validates all the reasons we gave for moving the National Football Museum to Manchester in the first place."

Read more: <http://lei.sr?a=y6q1t>



The Dreamland park site is currently derelict

### Green light for council's Dreamland CPO plans

Communities secretary Eric Pickles has approved Thanet District Council's (TDC) plans to serve a compulsory purchase order for Margate's Dreamland site.

The council is looking to secure the land to move forward with the development of the world's first heritage amusement park of historic rides and attractions.

TDC will now work to assume control of the land before access can be granted – a move that will open up funding worth more than £10m to deliver the scheme.

Read more: <http://lei.sr?a=aoW3b>

### Mace sponsors 'Phantom Railings' at British Museum

Mace is sponsoring the British Museum's "Phantom Railings" project – a public art intervention which is designed to focus on London's wartime memories.

The multi-disciplinary firm is currently involved with the development of the museum's World Conservation and Exhibition Centre, which will open in 2014.

"Phantom Railings" is an interactive sound sculpture using the movement of pedestrians to "evoke the ghost of a lost iron fence" removed during the 1940s.

Read more: <http://lei.sr?a=L1c5n>

## UK arrival for Rovio's Angry Birds

The first Angry Birds Activity Park in the UK has been officially launched at Sundown Adventureland in Nottinghamshire – a theme park designed for children under the age of 10.

The new visitor experience sees the digital world of *Angry Birds* combined with the physical world at Sundown Adventureland and will feature activities for children.

Designed and manufactured by Kettering-based Lappset, the Angry Birds Activity Parks encourage people to surrender their video game controllers in favour of outdoor play. The activity areas are based on the popular mobile game *Angry Birds*, produced by Finnish company Rovio.

Lappset UK managing director Chris Jones said: "As a company, we are very keen to encourage people of all ages to get outside



Adventureland manager Paul Tomlinson (left) with Chris Jones of Lappset

and get active and this seems like a perfect way to continue our mission."

"Lovers of the digital game will hopefully want to try our parks which combine fun and exercise – both of which are extremely important for social and cognitive development."

• To read about the world's first Angry Bird theme park attraction visit: <http://lei.sr?a=s3u2S>

## 'World-class' future for Nottingham Castle

Nottingham residents are being given the opportunity to comment on "exciting proposals" for the transformation of the city's castle into a "world-class tourist destination".

The Castle Working Group – a business-led partnership – has launched a consultation into the plans, nearly 370 years to the day after Charles I raised the Royal Standard at Nottingham Castle.

Initial ideas outlined by the group include placing Robin Hood at the heart of the experience and making more of the cave network located under the building.

An exploration of Nottingham's national role in social protest and rebellion and the creation of a new visitor centre at the entrance to the castle are also among the proposals.



The Nottingham Castle scheme is lead by The Castle Working Group

The Grade I-listed Nottingham Castle currently attracts nearly 270,000 visitors a year, while also hosting a range of events such as the Robin Hood Pageant and Outdoor Theatre.

Details: <http://lei.sr?a=o4s8k>

## £5.5m funding for Northern Ireland police museum

The RUC George Cross Foundation has been handed £5.5m from the Treasury towards a new museum at the Police Service of Northern Ireland's headquarters in Knock, Belfast.

Located close to the Police Memorial Garden, the new attraction will examine the

history of policing across the island of Ireland and will replace the existing Police Museum.

The museum will cover policing developments from the foundation of uniformed policing in 1814 through to the present day.

Details: <http://lei.sr?a=z3X4Y>



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**KURT JANSON**  
is policy director at  
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**A**fter all the pre-Olympic concerns relating to processing arrivals at the ports-of-entry, finding enough security staff for the venues and whether there would be travel chaos in London, the Olympics have been delivered without a hitch.

Better than this, there's been praise in the overseas press that the 2012 Olympics were the best ever – not just in their delivery, but in terms of the welcome and support received by overseas athletes and visitors. No one who visited any of the Olympics venues could possibly have come away without being impressed by the celebratory atmosphere that enveloped the Games. However, this feel-good factor has a limited shelf life – it needs to be exploited before it wears off. This is doubly important in the overseas markets where the return to reality for people will be a lot quicker than in the UK.

It was therefore extremely pleasing that secretary of state Jeremy Hunt announced that the government would send an additional £2m on a domestic marketing campaign and a further £8m on the "Great" campaign in China in order to boost the tourism and investment legacy associated with hosting the Games. This is a significant vote of confidence in the tourism industry's ability to provide additional revenue and employment for the UK.

Yet, at the same time that the government announced that £8m is to be spent to attract investment and visitors from China, we get two other conflicting pieces of news. First a statement from the PM saying that the government will stand by its decision not to increase capacity at Heathrow with a third runway. With Heathrow operating at 99 per cent capacity who knows how the additional visitors are going to get to the UK.

The second was a leaked letter from the Home Office saying it's not prepared to undertake improvements to the visa application process in China that the tourism industry needs to stimulate demand.

So now the hard hard work begins – getting a joined-up approach to tourism development from government before the feel-good factor wears off.

## TOURISM

# London 2012 to improve appeal

New research by VisitBritain suggests London 2012 will improve the UK's appeal, after 80 per cent of tourists last year felt at least "very welcome" during their stay.

The tourism agency sponsored a question as part of the Civil Aviation Authority's poll of nearly 9,000 departing tourists, undertaken over the last three years.

In that time, VisitBritain reported a "steady improvement" in how welcome the visitors felt and in how likely those people were to recommend the UK as a destination.

English-speaking markets such as the US, Canada and Australia were among feeling most welcome, with 40 per cent of Americans saying they felt "extremely welcome".

Attractions (22 per cent) and restaurants (21 per cent) are most likely to be the first point



The UK is expected to attract more inbound visits from abroad in 2013

described as most welcoming, with pubs and bars at 13 per cent.

VisitBritain director of strategy and communications Patricia Yates said: "Enhancing the world's perceptions of a British welcome will help us attract more visitors."

Read more: <http://lei.sr?a=14p3g>

## Emerald Isle Classic game worth 100m euro to Ireland

Irish transport, tourism and sport minister Leo Varadkar has confirmed that the Emerald Isle Classic taking place this weekend in Dublin is worth EUR100m (£79m) to the economy.

The American Football game between Notre Dame and the US Naval Academy is being held

at the Aviva Stadium and is expected to attract 35,000 spectators from the US.

Varadkar said: "The largest ever group of US sport fans for a stand-alone sporting event outside the US will travel to the game."

Read more: <http://lei.sr?a=h4E5S>

## VisitScotland launches autumn campaign

VisitScotland is looking to capitalise on a "last minute surge" in potential domestic visitors this autumn after announcing details of a £3m seasonal marketing push.

According to the national tourism agency, there is evidence to suggest that UK residents had delayed their holidays as a result of London 2012 and poor weather.

VisitScotland said that research undertaken by Travelsupermarket had shown 3 million Brits could now be looking to holiday later than usual after delaying plans.

The new campaign forms part of its Surprise Yourself programme and encourages domestic tourists to holiday at home, while generating an £80m boost for Scotland's economy.



Up to 3 million Britons are looking to holiday later than usual this year

VisitScotland chair Mike Cantlay said: "While poor weather has dampened Scottish soil, it hasn't dampened our enthusiasm."

Read more: <http://lei.sr?a=j3X2O>

## CPRE in call to protect English Green Belts

The Campaign to Protect Rural England (CPRE) has urged the government to do more to protect Green Belt land as a newly-published briefing and map reveals major threats to such areas.

Among issues facing Green Belts are proposals for airport expansion, golf courses and new housing, which equates to an area larger than Slough over the next 20 years.

The publication of both *The Green Belt Threats Map* and the briefing comes after a government pledge two years ago to "maintain protection of the Green Belt". In July 2010, communities secretary Eric Pickles said regional planning was to be abolished to give local people more say and ensure greater preservation of Green Belts.



CPRE is urging more protection for Green Belt land around urban areas

CPRE's Paul Miner said: "The Green Belt is the most popular planning policy in England and the envy of the world."

Details: <http://lei.sr?a=h506p>

## Post-Games benefits and opportunities



**DAVID KERR**  
is principal of David Kerr Associates (DKA)  
- a member of the Leisure Property Forum

During this Olympic 'aftermath', it is a fitting time to reflect on what an unparalleled and unprecedented success the Games were for the UK and all connected with the Olympic movement.

Yet as a nation, we seem at a loss as to how we can sustain this feel good factor so that we continue to reap the rewards, beyond the end of the Paralympic Games and through the next decade. The harmony of the games created against a backdrop of fierce competition is an idea that society should embrace. There are many ways this could be done but here are some ideas:

- The recognition of a healthier, happier nation will lead to a reduction in medical bills and National Health Service costs.
- Make subscriptions a level playing field by removing VAT liability for all and, at the same time, allow active members - using a health club/gym at least four times a month - to offset subscription costs against tax.
- Incentivise private schools at primary, secondary level and universities to open up all of their sport facilities to the local community on a supervised basis.
- Provide media coverage of national championships in all sports through sponsorship or subscription. As a keen former oarsman, I would pay to watch national level rowing on TV or an online stream.
- Take sport into schools through external agencies who can provide the opportunity, equipment and training - irrespective of budgets and staff constraints.
- Develop a programme of sporting and educational scholarships throughout the schools system. If external sponsorship is required, this should be encouraged as a charitable gift. Any scholarship could be subject to a refund in the event of insufficient commitment from the beneficiary.

Rather like the volunteers helping at the Olympics, just think how much pleasure we could all derive, give and indirectly benefit from by pursuing these opportunities.

What we now need to do is to focus on raising the funding for these initiatives within society, rather than just relying on support from central government.

## Aberdeen gardens plans abandoned

Members of Aberdeen City Council (ACC) have voted to abandon the City Garden Project (CGP) in favour of "alternative proposals" for the city's regeneration.

The Granite Web concept - involving the raising of Union Terrace Gardens to street level - was rejected by 22 councillors, with 20 voting in favour and one abstaining.

Earlier this year, it was announced Diller Scofidio and Renfro (New York, US) and Keppie Design with US landscape architects Olin Studio had been selected to design the CGP.

The redevelopment of Union Terrace Gardens had been backed by more than 45,000 local residents in a referendum organised by ACC, but opposition to the plans remained.

It was agreed, however, that plans forming part of a revised Tax Incremental Financing



The Granite Web vision was chosen for Aberdeen's City Garden Project

(TIF) scheme to refurbish Aberdeen Art Gallery among others would be retained.

Additional projects such as a revamp of the Music Hall and Aberdeen Arts Centre are to be considered as part of the TIF scheme in consultation with the Scottish Futures Trust.

Details: <http://lei.sr?a=e54f>

## £9m leisure development for Glasgow Fort complex

Work has started on the construction of a £9m leisure development at the Glasgow Fort Shopping Park on the eastern outskirts of Glasgow, Scotland.

The scheme will deliver a 45,000sq ft (4,181sq m) extension housing a Vue-branded cinema

and five restaurants. Millar Construction UK has been appointed lead contractor.

Glasgow Fort Shopping Park manager Phil Goodman said: "We can look forward to a major extension to the park's offering."

Details: <http://lei.sr?a=k4E2h>

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The immediate area has been considerably redeveloped with many improvements including the £140 million Golden Gate Shopping Centre, incorporating a 1800 space car park, and the Bus Station. Both of these and Bank Quay Railway Station are a mere 5 minutes walk away.

The Club is conveniently located in Warrington town centre with many shops and businesses in the immediate area, offering the opportunity for ongoing Corporate Memberships

The Health Club is finished to a high standard and includes fully fitted male and female changing facilities, luxurious Spa Pool and Sauna Room, Office and Exercise Space.

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## Looking forward with exciting new plans



**IAN TAYLOR**  
is chief executive  
officer of SkillsActive

Exciting developments are unfolding at SkillsActive, but first, I must congratulate Team GB on its performance at the London Games, with special praise going out to the 31 AASE Olympians and Paralympians.

SkillsActive is now looking forward to LIW, which will be another busy period. We will be hosting our annual REPs National Convention over three days. Previous years have seen us host the event on one day, but with more speakers and workshops, this year's will be bigger and better than ever.

I'd like to congratulate REPs on its 10th anniversary. For a decade, the team has worked tirelessly in their bid to ensure the professionalism of exercise professionals, not just in the UK, but internationally too. With around 30,000 UK members REPs continues to give employers and consumers quality assurance in the fitness sector.

We will also be announcing the launch of two new initiatives at LIW, as SkillsActive continues to expand. We will be building on the successes of REPs by launching RAPs – the Register for Aquatic Professionals.

By working with the Amateur Swimming Association, the Swimming Teachers Association and The Royal Life Saving Society, we hope to drive the professionalisation of the sector through RAPs. This will lead to greater participation in aquatic activities and the formation of a support network for training needs and those looking to develop their careers.

Our second big unveiling will be the enhanced and remodelled activepassport, which will act as a digital gateway, providing easy and straightforward access to all our registers including REPs and RAPs.

The new activepassport will be a unique online resource that is designed to allow its users to build and share a verified record of their skills, qualifications and employment history, all in one secure place.

On a final note, I would like to wish our Paralympic competitors good luck, and as we reflect on London 2012 we can hopefully all feed off of this great spirit.

## TRAINING

### Disney training event for Scottish firms

Disney Institute – the professional development arm of The Walt Disney Company – is to give Scottish firms the chance to benefit from its training on 27 September.

A special training event has been organised by Quest for Excellence – the institute's UK partner – in association with motivational agency Thinktastic and events management agency Matchpoint.

Disney trainers will fly in for a full-day of training at Mansfield Traquair House and will offer an "insider's look" at Disney's philosophies.

Targeted at chief executives and other senior executives, topics include Disney's Approach to Leadership Excellence and Disney's Approach to Selection, Training and Engagement.



Disney Institute speakers will share their insights with Scottish firms

It is hoped the event will enable Scottish businesses to learn how to develop shared visions with their employees.

Details: <http://lei.sr?a=W802t>

### Kids' physical activity course unveiled

Awarding organisation Active IQ has announced the launch of its new Level 2 Certificate in Delivering Physical Activities to Children Under 5, which is available from 1 October.

The course has been specifically designed to provide health and fitness professionals with a chance to develop the specific skills and knowledge required to cater for the under five age group.

Early Learning Goals and personal development are among the six areas featured on the course, which will help learners to promote healthy living to families through safe activities.

Active IQ operations director Suzy Gunn said: "This qualification is ideal for learners who would like to be accredited to work with children under five years of age. It's an area that we know has received a growing amount



IMAGE: ANDREU SAMARAS/SHUTTERSTOCK.COM

The new course will help professionals deliver safe activities for children

of interest within the active leisure sector, so we wanted to design a qualification that really met the specialist criteria and skillset required to co-ordinate activities with such young children."

Details: <http://lei.sr?a=k1C2m>

### TRX to launch training and education arm in the UK

Randy Hetrick, creator of the TRX Suspension Trainer, is to make an appearance at Leisure Industry Week (LIW) in Birmingham in order to launch a new training service.

Hetrick will take to the stage and deliver the keynote session – The Next Evolution in

Small Group Training – at the LIW Education Village on 18 September.

TRX figures show that, during 2012, UK instructors will teach more than 1,000 trainers in suspension training and other disciplines. Details: <http://lei.sr?a=e222l>



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## Approval for Silverstone scheme

A Museum of Motor Sport and three hotels are among the new additions planned for Silverstone after an extensive redevelopment of the Northamptonshire motor racing circuit were approved.

South Northamptonshire Council and Aylesbury Vale District Council have given the go ahead to the scheme, which aims to secure the venue's future as an international motorsport facility.

Silverstone Holdings – the commercial arm of the British Racing Drivers' Club (BRDC) – is behind the plans, which will help establish the circuit as a leading leisure, business and entertainment facility.

A kart track, an outdoor stage and a business park also form part of the project, along



Silverstone Holdings is behind the ambitious plans for the race track

with an education campus and other ancillary development. It follows the completion of a new pit and paddock complex last year.

Details: <http://lei.sr?a=k6E3Q>

## Camelot defeated in Health Lottery legal challenge

National Lottery operator Camelot has been defeated in its legal action against the Gambling Commission, which approved The Health Lottery's license to operate in the UK.

According to Camelot, a loophole in the Gambling Act 2005 has allowed The Health

Lottery to "position itself as a direct rival to the National Lottery" and has labelled the High Court decision as "legally flawed".

The National Lottery operator has now confirmed its intention to appeal the ruling.

Details: <http://lei.sr?a=t6P2n>

## 430m euro Altitude proposals rejected

An Bord Pleanála has refused planning permission for a €430m (£341m) ski resort complex in Dundalk, Ireland, which had initially been approved by Louth County Council.

Innovative Leisure Systems was behind the Altitude proposals, which included an all-weather ski slope and nursery slopes; a surf and water leisure dome; and a family hostel.

Plans also included 110,000sq ft (10,219sq m) of indoor concert arena space and an 80,000sq ft (7,432sq m) leisure zone incorporating a cinema and a tenpin bowling alley.

Later phases of the development would have included additional hotel accommodation and an international casino, subject to the relevant legislation being introduced in Ireland.

Despite local authority approval, the project faced opposition from An Taisce and Louth Environmental Group among others.



Plans for the development include a hotel and ski slope

A spokesperson for An Taisce told the *Dundalk Democrat*: "This decision highlights the continuing failure of local authorities to respect national policy on land use, transport and environmental protection."

Read more: <http://lei.sr?a=h1y2M>

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