

# leisure opportunities

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## Record level of people taking part in organised sport

Record numbers of women and men in England are playing sport every week, according to Sport England's annual Active People Survey.

Now in its sixth year, the report shows that 15.5 million people aged 16 and over are playing sport at least once a week – 750,000 more than in 2010-11 and 1.57 million more than when London won the bid to host the Olympic and Paralympic Games in 2005.

The strongest growth has been among women, with an increase of more than 500,000 in the past year helping to cut the gender gap in sport.

There has also been a sharp rise in participation numbers in the period since the London 2012 Games got underway. A range of Olympic sports have benefitted from the "summer of sport" as more people have joined clubs – particularly cycling and sailing.



There has been strong growth in the number of women and girls playing sports in England

Participation by disabled people has been rising steadily since 2005, but still lags far behind that of able bodied people. Earlier this week, Sport England announced a £10.2m National Lottery investment to tackle the challenge of getting more disabled people active.

Sport England CEO, Jennie Price, said: "We set the bar high in this survey, measuring only

the people who play sport once a week, every week. These results show we are on the right track.

"I'm particularly pleased that many more women are taking up sports, from netball and cycling to running.

"Sport needs to work even harder to attract and keep young people.

"The investment in individual sports we will be announcing before Christmas will be strongly focussed on getting more 16- to 25-year-olds playing sport."

Minister for Sport, Hugh Robertson, said: "One of the key legacy ambitions from London 2012 was to get more people playing sport – something that no other host city has managed to do.

"These are excellent figures and show that we are making good progress." Details: <http://lei.sr7a=Hokid>

### Fifth of tourists visit religious buildings

Britain's religious buildings are sought after attractions for international tourists, with 6.7 million visiting churches or cathedrals in 2011.

According to VisitBritain, religious buildings are not a deciding factor in themselves for tourists planning to travel to the UK, but they have an important impact on visitor experience. Visiting a religious site is most popular among Brazilians (55 per cent) followed by Australians and Americans (49 per cent) and Russians and Chinese (45 per cent).

Details: <http://lei.sr7a=x7Lop>

### Bewilderwood poised to go global

Bewilderwood, the children's outdoor play concept involving jungle bridges, treehouses and zip wires, could go global say its founders.

The first site was opened by a Norfolk farmer in 2007 as a farm diversification project. Now Bure Valley Adventures, the company formed to run it, is awaiting a decision by planners regarding opening a second site at the National Trust property, Tatton Hall, in Cheshire. Talks are also underway regarding land in Windsor and development director Simon Egan said they are talking to companies in Singapore and Canada, as well as Center Parcs in Europe.

What gives Bewilderwood its extra edge is the story around it. Tom Blofield, who owns



Tom Blofield, inventor of Bewilderwood characters

the Norfolk estate, wrote a story about the characters who live there: the tree-inhabiting twiggles and marsh-dwelling boggles. New characters are being developed for Tatton Hall. Details: <http://lei.sr7a=o3R3U>

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# Swansea to expand Liberty Stadium

Swansea City FC is surveying its supporters to determine demand for tickets as they seek to expand their home at Liberty Stadium.

Proposals to increase stadium capacity to around 32,500 are due to be presented to Swansea Council early next year, the BBC has reported.

The club says satisfying demand for tickets has been virtually impossible since the team entered the Premier League last season.

Earlier this year, Swansea chairman Huw Jenkins revealed the English Premier League club was in preliminary talks with the council to expand the east, south and north stands.

He said the expansion would be built in a phased approach and funded by the club, which last month revealed it was set to make



The demand for tickets for Swansea City's home games has soared

a profit of £14.6m in its first season in the Premier League. The club is currently seventh in the competition, ahead of big names like Arsenal and Liverpool.

The city's Ospreys rugby team also uses the stadium. Details: <http://lei.sr?a=z2M5v>

## Youth Sport Trust unveils latest legacy commitment

The Youth Sport Trust has launched the next stage of its Olympic and Paralympic legacy work in December at the Doha Goals conference, in Qatar.

Lead Your Generation builds on the Trust's Young Ambassador initiative, which sees young

people using the Olympic and Paralympic venues to inspire others.

Young people will be expected to co-ordinate sports festivals and other activities to inspire their peers to take part in sport. Details: <http://lei.sr?a=g207R>

## Public consultation for Kent stadium

Plans for a proposed stadium, which would be home to Canterbury City Football Club, have been opened up to public consultation this week. The stadium, at Ridlands Farm near the Kent and Canterbury Hospital, would provide the team with their first home ground since they reformed in 2007.

The stadium would have a minimum capacity of 1,000, two covered stands, five floodlight columns, a clubhouse, changing facilities, a medical room, licensed bar, directors' box and spectator toilets. It would be enclosed by a perimeter fence with two sets of turnstiles and some parking provided on site.

The club is currently in a ground sharing arrangement with Herne Bay Football Club



CCFC is looking to move to a new home for the first time since 2007

but this is geographically displaced from supporters in Canterbury, lacks long term security of tenure and offers few opportunities to generate income through friendly fixtures, advertising and sponsorship deals. Details: <http://lei.sr?a=s4j8p>

## London 2012 a 'financial success'

A public spending watchdog has declared this year's London Olympics and Paralympics a success, stating the total public sector spend is likely to come in under budget. The National Audit Office's post-Games review, presented to parliament on 12 December, revealed there is likely to be a £377m underspend in the £9.3bn Public Sector Funding Package, set in 2007.

Areas of uncertainty, such as the final cost of converting the Athletes' Village and settling outstanding contracts with suppliers, mean the exact public expenditure will not be known until 2014. Head of the National Audit Office, Amyas Morse, said the Games were a success by any reasonable measure.

He said: "The construction programme was completed on time and within budget, 11 million tickets were sold and our athletes excelled.



Team GB's triumphs at 2012 have been followed by financial success

Crucially, the Games passed off without major transport disruption or security incident."

The report noted £500m for venue security was not factored into the original budget, but the total spend was still less than expected.

The Cabinet is now responsible for the legacy of the Games and the report notes tenants and long-term uses have been found for most venues and facilities at the Olympic Park.

## Basingstoke FC's stadium plans on track

Basingstoke Town Football Club's (BTFC) plans to build a new £10m stadium have received the backing of Basingstoke and Deane Council (BDC).

The 5,000 capacity stadium is set to be located west of the Hilton Basingstoke hotel and BTFC hopes to begin the 2014-15 season in the new development.

Along with the stadium the club plans to create a £500,000 all-weather training pitch at the Costello Technology College as well as an £85,000 multi-use games area for local children.

The stadium is to be funded by replacing the existing Camrose stadium with a 90,000 sq ft (27,432 sq m) retail park. The club has been in negotiations with BDC which owns the area



The club hopes to move into the new stadium for the 2014-15 season

since unveiling plans for the new development this time last year.

The original time frame for completion of the new stadium was March 2014; the club now hopes to move in at the start of the 2014-15 season. Details: <http://lei.sr?a=A4yob>

## Wycombe District Council unveils plans for sports centre

Wycombe District Council is now closing its public consultation regarding plans for a new sport and leisure centre.

The mix of facilities include a 50m pool, a learner pool, toddler water play area, 150 station gym, dance studio, 12 court sports hall,

bowls, two squash courts, two party/meeting rooms and a café. It is set to be built on the site of the existing synthetic turf pitches and running track alongside the existing Wycombe Sports Centre, which will remain open during the build.

## Freedom Leisure to operate £7.8m Folkestone centre

Sport trust Freedom Leisure has secured a contract to operate the Cheriton Road Sport Ground in Folkestone, Kent.

The facility has undergone a £7.8m redevelopment and is set to open fully this month (December) as a centre of excellence for cricket, hockey and netball.

The project, which was completed in three phases, has been entirely funded by a donation from the Roger De Haan Charitable Trust with the land provided by Shepway District Council on a 125-year lease. Details: <http://lei.sr?a=f2b8l>



The Baroness will be involved in legacy plans

## Grey-Thompson joins LLDC board of directors

Mayor of London Boris Johnson has appointed former Paralympic champion, Baroness Tanni Grey-Thompson, to the board of the London Legacy Development Corporation (LLDC).

Already a member of the boards of Transport for London and the London Marathon and previously the UK Athletics board, Baroness Grey-Thompson will be actively involved in LLDC's legacy planning and decision making. Details: <http://lei.sr?a=u5C9N>

## High performance shooting range for Cardiff

A high performance shooting facility has been unveiled in Cardiff with hopes it will improve Welsh prospects at the 2014 Commonwealth Games and other world-class competitions.

The £100,000 Sport Wales National Centre includes a 50m, six-lane shooting range with the latest laser target equipment. It means the Welsh shooting team will no longer take monthly trips to Surrey – a 300-mile roundtrip – where they previously trained at a similar facility. Details: <http://lei.sr?a=5x32>

### Leisure trust takes over former Fitness First club

Kirklees Active Leisure (KAL) has taken over the former Fitness First club at Lockwood Park, Huddersfield.

The club, which has been rebranded as Lockwood Park Health & Fitness Club, was handed over to the trust on 1 December and all staff have been retained.

Existing Fitness First members will be transferred across to a KAL Memberships in stages, giving them access to gyms, pools and classes across all 12 KAL-operated sites. Details: <http://lei.sr?a=hj6c>



James Watkins has a 20-year-career in healthcare

### Mytime Active appoints new health director

Mytime Active has appointed James Watkins as the new director of health services. Watkins has a background in healthcare across the NHS and independent sectors and was previously CEO of social enterprise Community Dental Services.

He has spent 20 years in senior health care leadership roles at organisations including mental healthcare charity St Andrew's Healthcare, where he was responsible for the successful development of five new multi-million pound hospitals.

### North Lanarkshire Leisure facing cuts in services

Spending cuts are forcing leisure trust North Lanarkshire Leisure (NLL) to make some difficult choices with its leisure provision. It is proposing to close the Iain Nicolson Recreation Centre and reduce the opening hours at three other swimming pools. It has also been proposed that the Aquatic Leisure Pool and Health Suite be converted into a soft play facility. Other cost savings include a review of overtime payments and swimming teachers' contracts. Details: <http://lei.sr?a=gw9y9>

## Healthy workplace awards revealed

Subsidised gym memberships, massages and fresh fruit in the office are among initiatives that have been recognised at the Healthy Workplace Awards in London.

In total, 14 organisations covering around 50,000 employees were recognised at a ceremony at City Hall last week for their commitment to the London Healthy Workplace Charter.

The Greater London Authority is currently working with seven local boroughs to implement the scheme but is hoping to expand it further. Organisations recognised at the awards, included Middlesex University, Guy's and St. Thomas' NHS Trust, Deloitte LLP and Hostelbookers.com.

Other initiatives highlighted include establishing stop smoking groups and encouraging employees to cycle to work, get off the bus a few stops early and use workplace stairs rather than lifts.

Victoria Borwick, deputy mayor of London, says the scheme has obvious personal benefits for staff but also has a positive impact on organisations' financial bottom lines.



Subsidised health club memberships are increasing in popularity

An average London firm of around 250 employees loses around £250,000 a year due to sick leave, but staff members who are physically active take 27 per cent fewer sick days than their non-physically active counterparts.

One organisation found it reduced absence through sickness from 6.5 to 3.5 per cent over a two-year period, and another saw staff turnover halve. The charter was piloted from January to October this year and was based on a framework established by NHS Liverpool. Details: <http://lei.sr?a=x5O3k>

## A million members to vote for club awards

Clubs can now sign up for the 3rd annual Members' Choice Health Club Awards in partnership with *Health Club Management*. Since their inception in 2011 the awards have captured the imagination of both clubs and members with winners being selected purely on ratings from members.

More than 1 million health club members are expected to have the chance to take part in 2013. The awards are open to all private health clubs, gyms and leisure centres in the UK and are free to enter (although there's a £199 fee payable if clubs reach the shortlist stage of the competition).

The competition provides a host of benefits including a confidential customer feedback report; a readymade local marketing campaign; a staff incentive scheme and a regional and national benchmarking tool. As well as recognising clubs in 12 regions around the UK



The awards gala night will be held in Birmingham during the LIW event

the competition will highlight the efforts of individual members of staff in a category called the People Awards.

• Entry to the awards is now open and will run until 31 January 2013. Voting will be live from 1 February 2013.

The annual awards gala night will again take place during LIW in September. Visit [www.healthclubawards.co.uk](http://www.healthclubawards.co.uk) to find out more.

## Ladies-only gym opens in Essex

Entrepreneur Shamir Choudhury has invested more than £80,000 in building a brand new ladies-only health club in Goodmayes, Essex, which he has kitted out with Star Trac equipment.

Choudhury, founder and owner of Energise Health Club, chose to launch a ladies club after identifying a need for a health club designed specifically for women.

Busy gyms are often seen as off-putting for women, especially when working out with people with different fitness goals – an issue Shamir wanted to tackle.

"Working out in a comfortable environment is a really important factor for a lot of women, especially if they're insecure about their bodies or are new to exercise and are not sure what to expect," he said. "There are so many barriers to women exercising, so I wanted to strip all that



The gym has been designed to appeal to females of all fitness goals

back and create an inviting, welcoming space where they want to spend time working out."

Star Trac equipment at the club includes pieces from the S-Series cardio range and dual and single station pieces from the Instinct strength range. Creche facilities are available on site, as well as personal training, nutritional advice, health checks and body massage therapy. *Details: <http://lei.sr?a=u3p3X>*

## Pure Power Studios invests in Power Plate

Pure Power Studios – a new independently owned club in Tunbridge Wells, Kent, is the first studio in the UK to purchase the Power Plate pro7 machine, installing four of the latest models.

The club is owned by Claire Faircloth and Emma MacAuley, who are now officially qualified and accredited Power Plate Trainers.

Both Claire and Emma will soon be completing the Post Natal Academy with Jenny Burrell, one of the UK's leading pregnancy and post natal fitness professionals, after which they plan to introduce Post Natal Power Plate classes in the studio.

Faircloth said: "We are both passionate about Power Plate equipment and



The club has been kitted out with Power Plate's new pro7 machines

the fact that we can offer members a full body workout in just 25 minutes is something we believe will really appeal to people who are already time poor." *Details: <http://lei.sr?a=b5ior>*

## Soho Gyms to open third club in Manchester

Independently-owned health club chain Soho Gyms is to open its third club in as many months. Due to open before the end of the year, the new Soho Gym Manchester is the company's ninth in the UK and will be located in a space previously housing a Fitness First club.

The opening is part of London-based Soho Gyms' investment strategy, which has not only seen the opening of new clubs but will also see several gyms getting new kit and cafés as well as upgrades to their changing facilities. *Details: <http://lei.sr?a=O7Z4D>*

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## The end of an era!



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

**S**adly, this will be my final column for *Leisure Opportunities* in my capacity as chief executive of the Institute of Hospitality (IOH), as I am standing down after 10 years in post. During this time, there have been numerous challenges which have confronted both me and the Institute, but it has been one of the most rewarding periods of my life. Above all, it has been a genuine privilege to lead our industry's professional body through a period of profound change.

On arrival in post in 2002, I was asked to provide my vision for IOH. Then, I spoke of change, both internal and external; the need for the Institute to make its contribution to the wider industry debates on issues relating to professional development; and the need for us to focus on youth to better support junior managers in the early stages of their careers. As far as change is concerned, we've experienced some significant transformations during the past 10 years. The most visible was probably the adoption of the new name from the HCIMA. With this also came the decision to maintain the institute's role as an awarding body, ensuring education remained at the heart of its purpose.

Looking to its external role as the voice of hospitality professionals, the IOH has remained committed and engaged, both within the UK and internationally. Not only has this enabled it to enhance its reputation as a source of informed, reliable and objective opinion, but it has also helped to shape policy in a variety of different areas.

Turning to my third area of focus, youth, the IOH has done much to improve its ability to reach this key audience. In particular, the transformation of its traditional library into a modern electronic information resource, accessible 24 hours a day from anywhere in the world, has also been critical in enabling the Institute to broaden its reach among the younger generation of managers and aspiring managers.

Finally, after 10 years in post, I am more convinced than ever before that our industry has the ability to change lives, offers exceptional opportunities, and, above all, is a fun and exciting environment.

## HOTELS

### Boutique hotel for Knightsbridge

A luxury townhouse hotel is set to open in Knightsbridge, London in December.

The Wellesley Hotel has been restored by London-based designers Fox Linton with the aim of mixing its 1920s background with contemporary design.

The property is owned by a family-run private investment fund. The fund also owns City and Country Hotels, which will operate the property.

Spanning seven floors, the hotel will feature 29 suites and seven guestrooms as well as a four-bedroom Penthouse Suite.

Dining options include The Oval Restaurant serving authentic Italian cuisine while the Crystal Bar displays a specialist Whisky and Cognac wall. The Wellesley will house The Cigar Lounge featuring a heated cigar terrace offering a collection of cigars from around the



The Wellesley Hotel has been designed by London-based Fox Linton

world. Other facilities will include a dedicated jazz room showcasing both established and up-and-coming jazz acts.

The Wellesley will join City and Country Hotels' two other properties; Ten Manchester Street in Marylebone and Wyck Hill House in the Cotswolds. Details: <http://lei.sr?a=a9j9H>

### IHG launches hotel in Westminster

InterContinental Hotels Group (IHG) has opened a new hotel in Westminster, London.

Located in the former Queen Anne's Chambers government building, InterContinental London Westminster features 256 guestrooms including a penthouse,

14 one-bedroom suites and 30 studio suites.

IHG has secured a 20-year management deal with Splendid Hotel Group to operate the property, which will join the company's Park Lane property as the second InterContinental property in the capital.

### Bespoke Hotels acquires Oxford Hotels

UK-based boutique hotel operator Bespoke Hotels has taken over Oxford Hotels and Inns, expanding its portfolio to 97 properties worldwide.

Bespoke Hotels will now manage 34 additional hotels across the UK, which include luxury and mid-market properties. Flagship hotels that will join the group include Carnoustie Golf Hotel and Elemis Spa and The Lugger Hotel in Portlaoise, Cornwall. The new properties will join Bespoke's sub-brand Beloved.

Haydn Fentum, CEO of Bespoke Hotels, said: "We are delighted to welcome Oxford Hotels and Inns' fine collection of properties to the Bespoke Hotel Group in the UK. From beautiful country pubs and inns to luxury hotels and character properties throughout



The Lugger hotel in Portlaoise – one of the properties included in the deal

England and Scotland, each has its own story to tell and we will build on their individuality to deliver great value for money and service for our guests."

Bespoke Hotels now operates 85 hotels across the UK. Details: <http://lei.sr?a=Y5f5T>

## Funding for Scotland's Iconic Artists project

Three new creative collaborations have been awarded the latest Iconic Artists in Iconic Places grants by Museums Galleries Scotland (MGS).

The funding enables The Scottish Fisheries Museum, Timespan and Gairloch Heritage Museum to work with artists who will draw inspiration from their collections and the history of their local communities. The projects will result in a number of exhibitions and events during 2013.

The Scottish Fisheries Museum in Fife will reacquaint its community with its heritage by creating installations in unusual venues, while Timespan in Helmsdale will commemorate the 200th anniversary of the Kildonan Clearances.

Gairloch Heritage Museum will use the funding to host its first artist in residence for which applications are currently being invited. *Details: <http://lei.sr?a=G2woT>*



National Museum of American Jewish History in Philadelphia, one of Electrosonic's recent projects

## Electrosonic acquires Global Immersion

AV specialist Electrosonic has acquired Global Immersion, a designer of high performance digital immersive theatre attractions. The deal, completed on 10 December will allow Electrosonic to offer digital immersive solutions across the theme park, museum, giant screen cinema and planetarium markets.

Jim Bowie, president of Electrosonic Group, said the deal was a significant strategic move for both companies.

He said: "As a single operation, we will service an even broader range of markets, bringing further innovation and an expanded offering to our customers.

"Our goal to attract and develop the best industry talent has been one of the drivers of the acquisition. Together we will lead by consolidating our strengths and delivering the best visual systems in the world."

*Details: <http://lei.sr?a=T2e7H>*

## Football museum for Wolves

Wolverhampton Wanderers FC has opened a £1m interactive museum in the new Stan Cullis Stand at Molineux Stadium. Wolves Museum features 25,000 pieces of memorabilia, including shirts, medals, old programmes and trophies collected over the club's 135-year history.

The museum is split into different zones; history, stadium, sport science and games. Twenty-two touch screens, one of them called 'Glory of Wolves', are placed around the museum.

The Hall of Fame houses a 30 person capacity cinema showing a film about the club past and footage from famous games.

Ron Flowers' World Cup medal and a drawing of Molineux as 'a pleasure gardens' are among the most prized items in the displays. School groups can attend workshops to learn



The museum was designed by exhibition specialist Mather & Co

about the club's history as well as the dietary and fitness regimes footballers undertake.

Jez Moxey, chief executive, Wolves, said: "The Wolves Museum has been nearly two years in the making in terms of actual design and delivery but it has been Steve Morgan's vision and passion to create this amazing facility." *Details: <http://lei.sr?a=J8p1x>*

## Visions of China developers sign land deal

The Visions of China theme park, planned for a former opencast coal mine in the Rother Valley Country Park, is one step closer to development with a lease agreement signed between the local council and developers.

The proposed 120-acre attraction is projected to cost more than £100m and would showcase Chinese architecture, garden design and culture and customs.

A Rotherham Borough Council spokesperson confirmed the authority has entered agreements for the leasing of 153 acres of land, meaning developer Mid City Developments (MCD) and leisure operator China Vision Ltd can move ahead with plans for the project.

Rotherham Borough Council picked Visions of China as the preferred development for the former Pithouse West colliery site in August last year, stating the attraction would increase visitor numbers to Yorkshire.

China Vision expects 1.5 million people will visit the park each year where



The entire 12-acre attraction will be China-themed

they will see Oriental lakes and gardens, a Chinatown retail street, a Shaolin temple, theatre, children's "fantasy land", restaurants and an Oriental-themed spa and hotel.

*Details: <http://lei.sr?a=14c7n>*

## Edinburgh Zoo celebrates pandaversary

Visiting pandas, Tian Tian and Yang Guang, have now completed the first year of their 10 year stay at Edinburgh Zoo, which has been deemed a great success in terms of research and visits. The arrival of the pandas a year ago has boosted ticket sales by around 50 per

cent. Around 500,000 people have visited the zoo to see the pandas, which has won an honorary Scottish Thistle Award for their services to tourism.

They have also inspired panda tartan and panda milk. *Details: <http://lei.sr?a=O9w9B>*



DC Leisure operates more than 100 centres

## Places for People acquires DC Leisure

Property management and development group Places for People has acquired management contractor DC Leisure.

According to a spokesperson, the deal will see both companies grow their leisure and facilities management services, alongside other housing and development activity in communities across the UK.

As part of the acquisition DC Leisure will keep its existing identity, Board, and governance structures, but operate as a subsidiary of Places for People.

Places for People currently works in 230 local authorities, owning or managing 82,000 properties. DC Leisure manages more than 100 leisure facilities on behalf of 28 local authorities.

Steve Philpott, CEO of DC Leisure, said: "This will be a pioneering partnership - the first time a housing provider has joined forces with a leisure provider.

"It's going to be an exciting and unique adventure for us all which will create many new opportunities to improve the communities we serve. We attract 25 million visits each year, have built 10 new leisure centres over the last six years and, most importantly, we are improving the health and wellbeing of the communities we serve by getting them physically active." Details: <http://lei.sr?a=V6j>

## £40m campus to open in east Manchester

Plans are underway to build a £40m community campus in east Manchester.

The 16-acre development project is led by Manchester City Council (MCC) and supported by Manchester City Football Club.

The Beswick Community Hub Masterplan sets out a blueprint for four key initiatives - a new leisure centre; the Manchester Institute of Sports Science; the Manchester House of Sport (a proposed home for national and international sports bodies) and Sport Medicine; and a sixth form college. Details: <http://lei.sr?a=L9Vgk>

## Outdoor adventure resort for Northumberland

A planning application for a £50m outdoor adventure resort on a former open cast mine will be submitted to Northumberland County Council this week.

The brainchild of entrepreneur, Chris Davies, the scheme has been some eight years in the making and involves ski slopes, gorges, canyons, mountain bike trails, an off road vehicle course and a lake. Indoor facilities include climbing walls, a fitness centre, a water park, restaurants and coffee shops, as well as camping pods and eco lodges for overnight stays.

Following a public consultation at the beginning of the month, Davies told local press: "The vast majority who attended the consultation were really enthusiastic about the



Facilities at the centre are set to include a number of climbing walls

plans and particularly the hundreds of jobs the resort will create."

A planning application for the initial phase is due to be submitted in the near future, with a full application to follow in the spring. Details: <http://lei.sr?a=J2t2z>

## Barr secures Witham centre contract

Barr construction will begin work on a new £9.5m leisure centre in Witham, Essex in spring 2013.

The building contract was awarded by Braintree District Council (BDC) which is funding the Witham Leisure Centre. Designed by Scott Brownrigg Architects, the centre will replace the Bramston Sports Centre and is set to open in summer 2014.

Located adjacent to Bramston Sports Centre, the new facilities will include a six-lane swimming pool and a wet area with a sauna and steamroom.

Two treatment rooms will be on offer for beauty treatments and physiotherapy.

There will also be a 75-station fitness suite as well as two dance studios, two squash courts and four tennis courts. Barclay Chalmers, managing director of Barr Construction, said:



Designed by Scott Brownrigg Architects, the centre is set to open in 2014

"We are extremely proud to be playing such a significant role in delivering a first-class sporting facility which will be warmly welcomed by the local community in Witham as well as athletes from across the Essex area.

"We look forward to starting work on site in early 2013." Details: <http://lei.sr?a=Q4Y8N>

## West Ham named preferred tenant for Olympic Stadium

West Ham United has been named as the preferred bidder to become the permanent tenant at the London Olympic Stadium.

The London Legacy Corporation board agreed unanimously on 3 December that the football club's bid ranked top of all

four received. Bids were also received from University College of Football and Business (UCFB), Leyton Orient FC and Intelligent Transport Services - which proposed holding a Formula One race around Queen Elizabeth Olympic Park. Details: <http://lei.sr?a=g4y7H>



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## Guerlain Spa to open in Scotland

The Caledonian, A Waldorf Astoria Hotel in Edinburgh, Scotland is set to launch the UK's first Guerlain Spa on 1 January, following a £24m (US\$38m, €30m) redevelopment of the property.

Managed by Hilton Worldwide, the hotel's spa will be operated as a beauty spa and be open to both hotel guests and the public.

Facilities at the spa include three large treatment rooms, a swimming pool, steamroom, sauna, spa pool and a relaxation space. There will also be a 24-hour health and fitness suite.

Other Waldorf hotels to open a Guerlain Spa include Waldorf Astoria Berlin, which launched in November this year and the Waldorf-Astoria in New York City which opened in 2008. In a statement, a spokesperson for the French perfume house said treatments would mirror the company's core values: "The treatment menu at the Guerlain spa will reflect luxury, emotion and refinement with a collection of indulgent treatments created using



The Guerlain spa will be open to both hotel guests and for day spa guests

Guerlain products and respecting the origins of the signature massage from 1939 when the brand opened its first 'Institut de Beaute' in Paris. Combining pressure point massage and muscular exercise techniques, movements are specifically designed to provide relaxation, as well as a radiant appearance."

The menu will include signature and personalised facial and body treatments, as well as body sublimation and harmonising experiences. Details: <http://lei.sr?a=ToA6g>

## Mottram Hall set for £5.5m luxury makeover

A £5.5m refurbishment is designed to elevate Cheshire's Mottram Hall to become one of the leading resorts in the north of England. All the bedrooms are being refurbished and January will see the introduction of lake-view bedrooms with private patios and an optional butler service.

The spa opened earlier this month, with a gym, spinning and dance studio, seven Espa treatment rooms, relaxation area, whirlpool, sauna and steamroom and 17m swimming pool. An outdoor thermal village will open in early 2013 and include a Brechelbath from Haslauer. Originating from Alpine farming communities, this is a dry heat experience, with aromas of fir twigs, branches and cones.

The Haslauer stonebath is a theatrical wet heat experience where mineral stones are heated in an oven and then the basket containing them is dropped into a basin of cold water, releasing minerals into the steam. Details: <http://lei.sr?a=J8Yn>



An artist's impression of the 17,300sq ft spa

## Boringdon Hall Hotel's spa plans approved

Boringdon Hall Hotel, on the edge of Dartmoor national park in Devon, has been given the go ahead for its three storey spa development.

Set into the hillside to minimise the impact on the landscape, the 1,610sq m (17,300sq ft) spa will have 12 treatment rooms, a swimming pool, whirlpools, a fitness suite, relaxation lounges and a "spatisserie" café. The spa will be open to both guests and non-residents.

Hotel director James Nettleton said: "I am extremely happy with the plans for the new spa and I am looking forward to building work commencing next year. It will be an asset to Plymouth and will help to attract people to the area. It is hoped the new luxury spa will bring year-round tourism and year-round business to Plympton and Plymouth." Building work is scheduled to start at the end of 2013. Details: <http://lei.sr?a=Q5JoH>

## SpaFinder reveals top spa trends for 2013

Healthy hotels, spa-related genomics, inclusive wellness and 'earthing' are among the top spa themes for 2013, according to the tenth annual trends forecast by global spa and wellness resource SpaFinder Wellness.

Compiled by SpaFinder's president Susie Ellis, the SpaFinder Wellness Trend Report also predicts that there will be a revival of authentic ayurveda and other ancient therapies, as well as an increase in men looking to have more "serious work" done at medical spas and plastic surgery offices.

The top 10 spa trends as identified by Ellis for 2013 are:

- Healthy Hotels
- The Mindfulness Massage
- Earthing (To read more on earthing, read *Spa Business Issue 3/2009*, p.42)
- Spa-Genomics - telomeres and beyond (To read more about telomeres, see *Spa Business Issue 3/2011* and *Spa Business Issue 1/2008*).
- Authentic Ayurveda and Other Ancient Revivals
- Color Self-Expression
- Inclusive Wellness
- Label Conscious Fitness
- Men: From Barbers to 'Brotox'
- Where the Jobs Are



Susie Ellis compiled the annual spa trends report

Ellis, who is also CEO of the Global Spa & Wellness Summit, said that when the company's first trend report was issued a decade ago, the industry was in a different era.

"A lot has happened in the world of spa and wellness these past 10 years," she said.

"We think this forecast will make it startlingly obvious just how far the industry – and consumer expectations – have evolved from pampered indulgence to personalised, functional health and wellness."

Details: <http://lei.sr?a=N7C2L>

## IoD to offer training for sports directors

Directors of sporting organisations are being offered training in a tie-up between the Institute of Directors (IoD) and the Sport and Recreation Alliance (SRA).

The two-day course, Board Skills for Sport, has been put together by Ryan Ahern, the IoD's learning and development director.

"Very often people come into the industry because they are passionate about sport, but are not prepared for the boardroom," explains Ahern. "Organisations are only as good as their leaders, so strategically leading the organisation should increase its performance."

The IoD runs the first day and SRA the second, to add some sport specific points. The course covers matters such as strategy, tasks of



The training is open to director-level staff of all sporting organisations

the board, understanding the financial health of the organisation and leading change.

The January course is already full and further courses in June and November are filling up. Going forward, Ahern says it may offer a formal qualification. Details: <http://lei.sr?a=e5X3N>

## 2012 - a watershed year for SkillsActive



**IAN TAYLOR**  
is chief executive  
of SkillsActive

For me 2012 was a real watershed year. I was appointed CEO of SkillsActive in May and also had the pleasure of witnessing the first home Olympic and Paralympic Games in more than 60 years. We celebrated the 10th anniversary of REPs, which this year grew at 6 per cent, and also announced the expansion of our successful registration model with the Register of Aquatic Professionals (RAPs). Through all of what's taken place this year, there is one thing that I've come to value more than anything else, and that is the importance of teamwork.

SkillsActive hosted its own Olympic Party to cheer on our 31 AASE athletes selected for Team GB. We were able to bring a whole host of individuals together, including our employer partners, our stakeholders, our board and many decision makers from the world of sport. It was also a great opportunity for the new chair Peter Rowley and myself to become more familiar with everyone in the business.

There was of course our official announcement of the Register of Aquatic Professionals at the House of Commons attended by our partners the STA, the ASA and the RLSS plus our special guests Rebecca Adlington, Steve Parry and Duncan Goodhew.

We are always striving to increase sports participation so it was a pleasure to learn from recent Sport England figures that a record 15.5 million people over the age of 16 are playing sport once a week, which is an increase of 750,000 from this time last year. On the subject of working together I also look forward to extending our relationship with the Chartered Institute for the Management of Sport and Physical Activity (CIMPSA). By working together on qualifications and training provision we will be able to bring many benefits to the industry.

Even in tough times, we've showcased that we're our sector's national partner for workforce development for employers large or small and by all working together we can secure long term growth.

## Aquatic skills apprenticeship launches

A new government-funded apprenticeships scheme has been launched to tackle the shortage of aquatic personnel in the UK leisure industry.

The flagship initiative will aim to create more skilled swimming teachers to ensure young people have the basic practical skills and theory to develop a career in the leisure industries.

STA, one of the world's largest swim teaching and lifesaving organisations, has paired with UK training provider ICON Training to offer the Level 2 aquatics training package.

The 12-month programme will cover swimming teaching and lifeguarding and will be recognised by the Government's Qualifications and Credit Framework (QCF).

STA chief executive Roger Millward said leisure employers are increasingly relying on



The scheme will look to tackle the shortage of aquatic personnel

apprenticeships to reduce staff turnover, fill skills gaps and talent-spot young professionals.

"These apprenticeships provide ambitious young people with the chance to work across the leisure sector; and ultimately it gives them a fantastic opportunity to pursue a rewarding career." Details: <http://lei.sr?a=s2j5Y>

## Archery GB reveals plans to establish regional academies

Archery GB has announced it will establish two Regional Performance Academies (RPAs) during 2013, one in the north and the other in the south of England. According to Archery GB, the RPAs will be vital in successfully delivering Archery GB's talent identification and development

programme across the country, in order to develop talented young athletes and produce more 'home-grown' specialist coaches.

The RPA Programmes will be supported by Sport England and represent the top of the Sport England Talent Pathway for archers.

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Details: [www.shs.brookes.ac.uk/clear/course](http://www.shs.brookes.ac.uk/clear/course)

The course is 6 months duration and blended with distance learning and 2 compulsory weekends. There is on-line support throughout the duration of the course and weekly support sessions where a tutor will be available.

In total it involves 200 hours of student study time. The compulsory teaching weekends are held in Oxford on 2-3 March and 1-2 June 2013.

#### CONTACT:

Ginny Smith, Programme Administrator Faculty of Health and Life Sciences, Oxford Brookes University, Jack Straws Lane, Oxford OX3 0FL

If potential applicants have any queries, contact Ginny at [ginny.smith@brookes.ac.uk](mailto:ginny.smith@brookes.ac.uk) or 01865 482582.

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Duty Manager, *Bluecoat Sports Health & Fitness Club, West Sussex, UK*  
Membership Sales Consultant, *énergie group, Harlow, UK*  
Spa Supervisor, *Como Shambhala, London, UK*  
Venue Manager (The Sugarhouse), *Lancaster University, Lancaster, UK*  
Sports Assistant, *Ealing Hammersmith & W London College, Southall Campus, UK*  
Personal Trainer, *Matt Roberts Personal Training Company, Central London, UK*  
General Manager, *The Gym Group, Glasgow, UK*  
Duty Manager, *DW Sports Fitness, Various locations, UK*  
Personal Trainers, *The Gym Group, Various locations, UK*  
Development Manager, *West Yorkshire Sport, English Institute of Sport, Sheffield, UK*  
Director of Operations, *West Yorkshire Sport, Morley, Leeds, UK*  
Sales Manager, *Everyone Active, Staines, Middlesex, UK*  
Senior Customer Advisor, *SOLL Leisure, Park Club Fleet, UK*  
Swimming Teacher, *Everyone Active, Romford, UK*  
Fitness Instructor, *GILL, West Oxfordshire, UK*  
Customer Advisor, *SOLL Leisure, Park Club Fleet, UK*  
College Sports Maker, *Barnsley College, Barnsley, UK*  
Apprenticeships, *Everyone Active, Fareham, UK*  
Personal Trainer, *Pure Gym Limited, London, UK*  
Get Active Exercise Referral Specialist, *NHS Kingston, Kingston, UK*  
Coach Educator, *Loughborough College, Loughborough, UK*  
Safeguarding Manager, *Arsenal Football Club plc, London, UK*  
Sports Coaches, *sportscotland, Based in Largs, UK*  
Reebok Sales Consultant, *Reebok Sports Club, London, UK*  
Assistant Palms Manager, *Potters Leisure Resort/Palms, Norfolk, UK*  
Sales Consultant, *Creative Fitness Marketing, UK and Ireland, UK*  
Personal Trainer, *Énergie Group, Fit4Less Swindon, UK*  
Fitness Instructor, *Énergie group, Soulbury, Leighton Buzzard, UK*  
Membership Sales Consultant, *énergie group, Various, Ireland*  
Commercial Ancillaries Manager, *Thomas Cook, Peterborough, UK*  
Positive Health Coordinator, *YMCA Club, Central London, UK*  
Membership Sales Consultant, *Weybridge Health Club, Weybridge, Surrey, UK*  
Deputy Spa Manager, *Bedruthan Steps Hotel and Spa, Mawgan Porth, Cornwall, UK*  
Assistant Gym Manager, *Pure Gym Limited, Grimsby, UK*  
Membership Consultant, *Everyone Active, Hucknall, UK*  
Personal Trainer, *Pure Gym Limited, Various locations, UK*  
Duty Manager, *DW Sports Fitness, Wigan, UK*  
Team Leader, *DW Sports Fitness, Winsford, UK*  
Assistant General Manager, *DW Sports Fitness, Various locations, UK*  
Duty Manager, *DW Sports Fitness, Blackburn, UK*  
General Manager, *DW Sports Fitness, Various locations, UK*

Sales and Retention Manager, *DW Sports Fitness, Various locations, UK*  
General Manager, *Fusion, Hounslow, UK*  
Business Development Manager, *Fusion, London, UK*  
Membership Consultant / Duty Manager, *Énergie Group, Croydon, UK*  
Membership Consultant, *Everyone Active, Kirkby-in-Ashfield, UK*  
General Manager Opportunities, *DW Sports Fitness, Southern regions - South West England and South Wales, UK*  
Assistant Gym Manager - Fixed Term Contract 3 Months, *Pure Gym Limited, Stoke East, UK*  
Admin Manager, *DW Sports Fitness, Northampton, UK*  
Level 2 Football Coach, *Everyone Active, Stratford, Warwickshire, UK*  
Swim Teacher, *GILL, Greenwich, UK*  
Sport Development Officer, *University of Essex, Colchester, UK*  
Swimming Teachers, *Everyone Active, Westcroft Leisure Centre, Carshalton, Surrey*  
Operations Service Manager, *GILL, City of York, UK*  
Fitness Instructor - GP Referral, *Aspire National Training Centre, Middlesex, UK*  
Crew Member/ Fitness Instructor, *énergie group, Northampton, UK*  
Personal Trainers, *The Gym Group, Leicester, UK*  
Apprenticeships, *Everyone Active, Westcroft Leisure Centre, Carshalton, Surrey*  
Front of House Manager, *Everyone Active, Westcroft Leisure Centre, Surrey*  
Level 2 Trampoline Coach, *Everyone Active, Stratford, Warwickshire, UK*  
Crew Member/ Fitness Instructor, *énergie group, St Albans, UK*  
Fitness Instructor (Part time), *énergie group, Enfield, UK*  
Membership Sales / Duty Manager, *énergie group, Enfield, UK*  
Personal Trainers, *énergie group, Enfield, UK*  
Health and Fitness Manager, *Northamptonshire Health Club, UK*  
Duty Managers, *Lee Valley Regional Park Authority, Hertfordshire*  
Tennis Development Manager, *Lawn Tennis Association (LTA), Surrey, UK*  
General Managers, *Forest Holidays, Scotland, Yorkshire or Hampshire, UK*  
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Spa Manager, *Re:Spa, London, UK*  
Deputy Spa Manager, *The Scarlet Hotel, Mawgan Porth, Cornwall, UK*  
Assistant Spa Therapist, *GILL, London Borough of Camden, UK*  
Red Spa Reservations Supervisor, *Bedruthan Steps Hotel and Spa, Mawgan Porth, Cornwall, UK*  
Spa Supervisor, *The Scarlet Hotel, Mawgan Porth, Cornwall, UK*  
Assistant Manager Hatch End / Harrow, *GILL, Hatch End / Harrow, UK*  
Personal Trainers, *Everyone Active, St Albans, UK*  
Swim Teacher, *GILL, Various locations, UK*  
Sales Manager, *Everyone Active, Cheam, Surrey, UK*  
Cafe Manager, *Everyone Active, Westcroft Leisure Centre, Carshalton, Surrey*  
Cafe Assistant, *Everyone Active, Westcroft Leisure Centre, Carshalton, Surrey*  
Sales Consultants, *Everyone Active, Westcroft Leisure Centre, Carshalton, Surrey*  
Team Leader, *Everyone Active, Hertford, UK*

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## Students' Union

Venue Manager  
(The Sugarhouse)

£31,020 - £35,938 Reference: A506R

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www.soll-leisure.co.uk

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### SEND YOUR CV AND COVERING LETTER BY 18th JANUARY TO:

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Or email: [jwright@soll-leisure.co.uk](mailto:jwright@soll-leisure.co.uk)

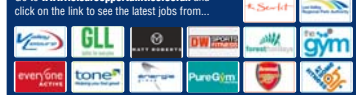


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## Asian habitat for Chester Zoo

Visitors to Chester Zoo will soon be navigating their way through swamps, mangroves, bamboo and tropical forests as part of a planned £30m redevelopment to be completed by 2015.

An unoccupied part of the estate will be transformed to represent of the islands of the Philippines, Papua New Guinea, Bali, Sumatra, and Sulawesi and linked with a series of bridges and one journey on water.

It will be home to indigenous animals, including new species of crocodile, Sumatran tigers, Sulawesi macaques and Indonesian rhinoceros hornbills. The redevelopment will also create an Indonesian jungle house – which will be the largest indoor zoo exhibit in the UK and home to orangutans – as well as retail and catering units. Director general of the zoo, Dr Mark Pilgrim, says the ambitious scheme will offer an unparalleled experience.

“For many of our visitors, taking a trip to these islands is just a dream. But we will be making those dreams a reality, transporting our



Plans include an indoor exhibit on Indonesian fauna

visitors thousands of miles away,” he says. “The sights, smells and colours of the nature and culture of these islands will be brought to life.”

Designed by German architects Dan Pearlman the project will feature the local architecture and vegetation. Details: <http://lei.sr?a=B1r8a>

## Hastings Pier wins £11.4m lottery grant

The next chapter in the story of Hastings Pier, which was gutted by fire in 2010, is underway, following the news of a successful Heritage Lottery Fund grant.

The £11.4m HLF grant will provide the lion's share of the £13.9m redevelopment costs.

Plans drawn up by architects deRijke Marsh Morgan (dRMM), include a traditional seaside promenade, farmers' markets, an open air cinema and a restaurant, bistro, bar, music, theatre, fairs and fetes. Details: <http://lei.sr?a=moA6A>

## Townsend joins Paramount park project

Chris Townsend, the man who secured £2bn of funding for the London Olympics, has now been charged with raising funds for the Paramount-branded visitor attraction in Kent, which is hailed as Britain's answer to Disneyland. Townsend has joined the board of London Resort Company Holdings, as commercial director for the resort on the Swanscombe Peninsula in North Kent.

Plans for the 872-acre site include Europe's largest indoor waterpark, theatres, live music venues, attractions, cinemas, restaurants, event space and hotels. Brands such as Star Trek and Titanic will feature.

Townsend said: “It's probably going to be the country's biggest and most exciting regeneration project since the Olympics. The UK doesn't have a destination on this scale. The UK needs big regeneration projects to kick



The 872-acre attraction is set to cost around £2bn

start the economy and this will be a substantial tourism destination.”

He added that most of the funding would be in place next year, triggering a planning application. The second phase of fundraising will take place once plans have been approved. Details: <http://lei.sr?a=O2r5s>

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