

LEISURE MANAGEMENT

ISSUE 2 2014

JENNY JONES

On making
Olympic history

WINTER WONDER

Using success
at Sochi to get
more people
on the slopes

ERIK LORINCZ

How The Savoy's
head bartender
is creating a stir

EDIBLE PARKS

A new kind of
green space

CENTER PARCS

A sneak
preview of
Woburn
Forest

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functionality
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There are few industries which offer such a variety of opportunities to follow and achieve a fulfilling dream

Being inspired, having a dream, being able to follow it and having it come true is the stuff of a happy life and in this edition of *Leisure Management*, we celebrate a wide range of people who've realised their dreams within this industry and examine where reward has followed inspiration, good intentions, risk-taking and hard work.

Read our exclusive interview on page 30 with Jenny Jones – Britain's first Winter Olympic medallist on snow – and find out about her incredible journey from chalet maid to the Sochi podium and into the history books.

Then on page 54, we talk to Erik Lorincz, head bartender at the American Bar at the Savoy in London. After seeing a photo of someone pouring a cocktail in *Rolling Stone* and going to hotel and bar school, Lorincz left his native Slovakia and came to London to work clearing tables in a club while he took English lessons.

His ensuing success – including the job at the Savoy, a place on the global lecture circuit and ties with luxury brands such as Cartier and James Bond – show how commitment and hard work can transform prospects.

Sometimes, passions and skills combine to create innovations. On page 42, we talk to Jason deCaires Taylor, a sculptor whose passion for scuba diving led him to create the first underwater sculpture museum, to educate people about marine preservation. The sites are deployed to ease pressure on other sensitive ecosystems and more are planned around the world.

On page 58, we tell the story of the Dormy House Hotel – a dream realised by the family behind the Ecover brand to create a sustainable business and on page 82, we hear from Paul Scialla, the entrepreneur behind the Well Building Standard™ and Delos brand, who left a career in banking with Goldman Sachs to pursue his dream.

The people working in the leisure industries are incredible drivers of innovation who are making meaningful contributions in all areas of life

When a dream's realised, it can then be nourished and sustained, as is the case with Center Parcs, which opens its fifth site in the UK next month following years of hard work by the management team and backers, who've battled through a full public enquiry (page 24).

The original Center Parcs was the dream of Piet Derksen, who opened the first village in 1967 in the Netherlands. Although he was a hard-nosed entrepreneur, he also dreamed that Center Parcs would one day raise the funds to enable him to make substantial donations to third world aid projects.

Its success meant that in his lifetime (he died in 1996 aged 83) Derksen was able to see the vast fortune generated by the business invested in aid. The UK operation alone is now worth around £2bn.

Leisure is a new industry that's finding its feet in the world and earning recognition and respect. It's great to see the people driving the sector making such meaningful, innovative contributions through their energy and passion.

Liz Terry, editor @elizterry

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PEOPLE

"I realised it wasn't only my medal, it actually belonged to a lot of people"

Lizzie Yarnold, Olympic gold medallist



Lizzie Yarnold helped team GB get its best medal haul since the 1924 Chamonix Winter Games when she won gold in the skeleton at the Sochi Winter Olympics. Yarnold's win was particularly impressive, given the UK's limited facilities for training in the skeleton, and the fact that she only took up the sport in 2009.

The UK's only venue for training is a 140m concrete push-start facility at the University of Bath, which enables skeleton athletes to hone their starts.

"The medals show we can perform even though we don't have our own track," said Yarnold, speaking to *Leisure Management's* sister publication *Sports Management*.

Yarnold initially trained as a heptathlete, and was aiming to

Lizzie Yarnold became the fourth skeleton medallist in as many Winter Games

be picked for the modern pentathlon when she attended UK Sport's Girls4Gold selection day in 2009. She has been supported in sport from a young age right up to her medal-winning performance in Sochi.

"It started from when I was about 13 at my local club, Tonbridge AC," she said. "Volunteers and parents would come and coach us. Later, through the Girls4Gold scheme, lottery funding helped me to train full time."

British Skeleton gained £2.1m of National Lottery and Exchequer investment from UK Sport in the four

years leading up to the Vancouver 2010 Olympics. Amy Williams' gold medal saw this rise to £3.4m for Sochi, making skeleton the most funded British winter sport. Gaining consecutive gold medals at Winter Olympics will likely mean a further increase in funding for the skeleton discipline.

"Before the Games it was all about getting the medal," said Yarnold. "As soon as I got it I realised it wasn't only my medal, it belonged to a lot of people. The real use and benefit of it is that it will help people so they can follow their dreams to get to the Winter Olympics and hopefully bring back some more medals."

See p36 for more on the impact of Team GB's medal haul on snow sports.

Details: www.britishskeleton.co.uk

"There are not enough of these kind of spaces in our cities"

Chris Romer-Lee, director, Studio Octopi

IMAGE: ©STUDIOOCTOPI & PICTURE PLANE



London architects Studio Octopi have designed a swimming pool concept for the River Thames, which would allow Londoners to swim in the tidal waters, surrounded by reeds and with views over the city.

Studio Octopi were one of five multidisciplinary firms invited by The Architecture Foundation, The Royal

Academy of Arts and Rogers Stirk Harbour + Partners to come up with alternative uses for the Thames as part of a project called London As It Could Be Now. This came in response to plans by Thames Water for major improvements to London's sewer system over the next 10 years, which will vastly improve the water quality of the river Thames.

"I received the call to enter while in Zurich swimming in the lake," said Studio Octopi director Chris Romer-Lee. "They have outstanding varied facilities all around the lake which is pretty much in the centre of town. Also once a year they close the river to boats and allow people to swim in the river that feeds the lake. Commuters swim to work! I thought, why can't this work in London?"

The proposals suggest creating pools at Blackfriars Bridge in central London and the King Edward Memorial Park in Shadwell, East London. The proposals set out plans for two fixed pools, extending to a height just below the high water

Studio Octopi's swimming pool concept would allow Londoners to swim in the Thames

mark. These are split across two levels and sit on a concrete slab suspended by a steel frame. A second adjoining floating structure rises and falls with the tide. The floating pool would be fringed with reeds, while the wharf edge would be planted with ferns and perennials, providing a habitat for fish, birds and flora.

"There are not enough of these kind of spaces in our cities," said Romer-Lee. "This vision is bold, but ultimately buildable. We really like the fact that at high tide the architecture and engineering of the pools is lost underwater and all you're seeing is planting, and of course swimmers!"

The design was developed in conjunction with Civic Engineers and Jonathan Cook Landscape Architects.

Details: @ThamesBaths (twitter)



“This concept elevates the tea experience in the same way we’ve done for coffee”

Howard Schultz, chairman, president and CEO, Starbucks



Starbucks is hoping to transform the tea industry, with plans to open 1,000 tea bars across America over the next five years.

Following the acquisition of Teavana in 2013, a chain of 300 retail stores selling tea and tea accessories, Starbucks opened the first Teavana tea bar on

New York's Upper East Side in October 2013. The bar sells a wide range of teas, herbal teas and 'tea-inspired food offerings' and is part of the company's aim of making the 'ritual of tea' more accessible for customers.

“We believe the tea category is ripe for reinvention and rapid growth,” said Howard Schultz, Starbucks' CEO. “The Teavana acquisition positions us to disrupt and lead, just as we did with espresso starting three decades ago.

“Tea has been part of Starbucks' heritage since 1971, when we were founded as Starbucks Coffee, Tea

and Spices, and this new store concept elevates the tea experience in the same way we've done for coffee. As the second most consumed global beverage behind water, tea presents a \$90m global market opportunity. We're excited to celebrate the first retail example of how our two companies are coming together.”

Starbucks' long term aim is to make Teavana the most recognised brand in the tea industry, with the opening of more tea stores worldwide.

Details: www.teavana.com

There are currently two Teavana tea bars, on Madison Avenue in New York and in Seattle



"This is the most intimate custom-built theatre of all the Cirque du Soleil resident theatres in the world"

Daniel Lamarre, president and CEO, Cirque du Soleil



Mexico will be host to Cirque du Soleil's first resident show outside Orlando and Las Vegas



PHOTO: © CHARLES WILLIAM PELLENCZAK/ML

Mexico is to become home to Cirque du Soleil's first resident show operating outside of the US, following the announcement that a new custom-designed theatre is under construction in Riviera Maya to house the entertainment spectacle.

The announcement comes as Cirque du Soleil teams up with Grupo Vidanta, a developer of resorts and tourism infrastructure in Mexico.

Guests will be served dinner and champagne inside a 600-seat theatre designed by leading architect Arturo Hernandez, created to provide a feeling of close proximity between guests and performing artists.

"This is the marriage of two creators of unique entertainment and world-class experiences," said Daniel Lamarre, president and CEO of Cirque du Soleil. "We were asked four years

ago by Grupo Vidanta to imagine something different, something new, something unprecedented for this destination. We're excited that our partnership will unveil a new intersection for us between performance and culinary creativity. The setting is the most intimate custom-built theatre of all the Cirque du Soleil resident theatres in the world."

"Through our partnership with Cirque du Soleil we will deliver an entertainment experience beyond what currently exists in Mexico or the world in the Vidanta Theatre in Riviera Maya," said Daniel Chavez Moran, founder of Grupo Vidanta.

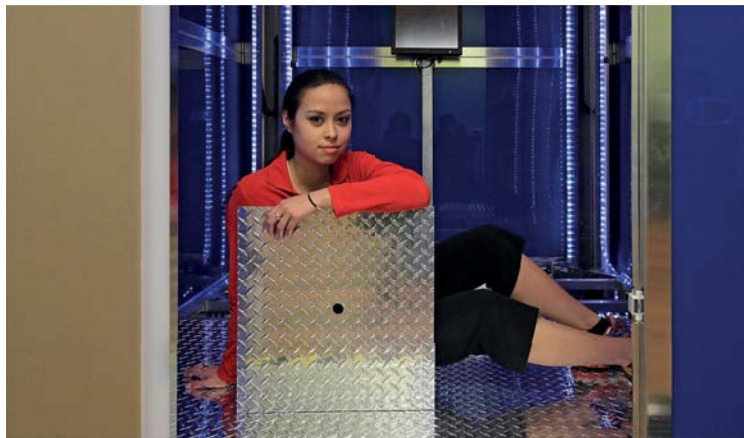
"This entirely new category of entertainment will be an experience one must see, hear and taste."

The first performance is expected to take place in November 2014.

Details: www.cirquedusoleil.com

“This is the first time people can see a photorealistic 3D model of themselves on their smartphones”

Caroline Pugh, co-founder, VirtualU



A 3D body scanner created by students at Virginia Tech University in Virginia, US, is going into a handful of gyms across south west Virginia. The scanner will help gym users to track their changing body shape as their fitness improves.

Users step into the scanner, create a profile on the touch panel inside and get a 10 second scan. They can then download an app for their mobile or go online to view a photo-realistic model of their body. As they get fitter, they can scan their body over time, gradually building up a picture of how their stomach flattens or muscles increase.

The technology was originally devised as a tool for online shoppers to see how clothes would fit their body, but the company recently

The scanners will allow gym users to accurately assess how well their regimes are working

decided to switch their focus to health and fitness.

“We realised that we have the potential to make a lot of impact in multiple markets,” said Caroline Pugh, who founded the business with Nick Graber. “The amount of data we collect on the human body allows us to calculate biometric measurements that some other technologies in the fitness market can’t – or at least not with the accuracy we can. We saw the immediate impact we could make in fitness.”

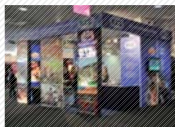
The technology means that gym users would no longer have to go through extensive health assess-

ments to monitor their progress, said Pugh. “This is the first time that people will be able to see a photo-realistic, 3D model of themselves on their smartphones.”

For health and fitness operators, the system would validate the gym’s effectiveness, she added. “For example, personal trainers can use our technology to pinpoint down to the millimeter if someone has gained muscle in a certain area to show that the regimen is working.”

Looking ahead, the aim is to get more operators on board. “We’re looking forward to working with larger gym chains and expanding regionally across the US,” said Pugh. “The goal is to have everyone in the US within driving distance of our VFit scanners.”

Details: www.virtualu.co



Leisure – a vital part of today's shopping mall

Q&A with Nathalie Depetro, director of Mapic



Why are leisure and entertainment so important for retail areas today?

With online sales booming, traditional retail – whether in city centres or shopping centres – has adapted its offering and its marketing approach. The challenge now for those involved in real estate business such as Triple Five, Regions Group, Sonae Sierra, Wanda Group and Apsys, to name a few, is to redefine the idea of the shopping centre, and provide an enhanced customer experience. Customers will still visit shopping centres with the goal of purchasing, but they will also come to spend a day of fun, fellowship and leisure with family and friends. The shopping centre is a one stop shop for today's customers.

How does MAPIC showcase Retailtainment & Edutainment over three days?

Firstly, MAPIC focuses on retail real estate on a global scale. It's the only event where all types of development

sites are represented: shopping centres, city centres, outlying areas, transit zones, factory outlets and leisure centres. This is a unique opportunity for leisure operators and leisure brands to meet with their peers and exchange best practices with international players and owners of different retail site types.

How will entertainment and leisure integrate in shopping centres?

In the previous century, culture, leisure and entertainment played a nominal role in the shopping centre strategy, and were perceived in some ways as merely philanthropic or charitable in nature. But in the wake of online competition, many savvy developers and shopping centre operators now perceive a major opportunity to increase footfall by rebranding the shopping centre as an event-space that encourages the public to stay longer (and buy more) while visiting the mall. Events can be focused on culture, leisure or education. ●

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In 2014, a dedicated RETAILTAINMENT zone will gather key players from the sector. Strategically located in Riviera 7, this unique area will feature pitching sessions and a café to network and do business in.



retailtainment

Ayurveda-based wellness retreat targets Himalayas

A US physician has unveiled plans for an ambitious US\$3m (£2.22, £1.84m) wellness retreat in the foothills of India's Himalayan mountains, combining ancient Ayurvedic methods and integrative medicine with modern healthcare to tackle chronic disorders such as heart disease.

Under the working title 'Total Health Centre', the project is the brainchild of Dr Robert Schneider, a leading physician and researcher into the science behind Ayurvedic methods and author of *Total Heart Health* – a book that promotes the potential of the Maharishi Ayurveda health system to prevent and reverse heart disease.

Read more: <http://lei.sr?a=m3A5Y>



Compatible with other fitness apps

Technogym debuts Google Glass-controlled treadmill

Technogym debuted the world's first Google Glass controlled treadmill at the Consumer Electronics Show 2014 in Las Vegas.

The treadmill allows the Glass wearer to control running speed using voice commands, while they can also view workout data on their headset and communicate with a personal trainer through webcam.

Utilising brand new UNITY technology, an Android-based platform for cardio training equipment, the treadmill data is accessible from any app or third party device. Once logged in, users can control all of their personalised settings across social media.

Read more: <http://lei.sr?a=u6q4r>



There will be an initial roll-out of six Shrek attractions worldwide from 2015 up to 2023

Merlin and DreamWorks launch new Shrek attraction

Merlin Entertainments has agreed a deal with Hollywood studio DreamWorks Animation to open attractions based on the *Shrek* movies, with next year's London opening scheduled to be followed by five more worldwide.

The new attractions will take visitors on an interactive adventure and will see an initial roll-out of six attractions up to 2023, with the London opening expected during Q3 of 2015.

The announcement marks the first time Merlin has worked with DreamWorks to create a branded entertainment attraction based on a globally recognised franchise.

It also marks Dreamworks' first foray in helping produce an attraction of this scale by licensing its characters and stories.

Shrek's Far Far Away Adventure will debut on the original film's 15th anniversary at County Hall, close to Merlin's other attractions in the South Bank area including the London Eye, Sea Life Aquarium and London Dungeon.

The 2,000sq m (21,500sq ft) attraction will feature a completely new story written by the DreamWorks team and will also include characters from *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*.

Read more: <http://lei.sr?a=M8w7A>

Barcelona's Nou Camp set to undergo £495m revamp



Work is expected to take four years to complete

Barcelona FC's board of directors has rejected the option of building a new stadium and instead has approved a £495m (US\$821, E602.2m) redevelopment of its iconic Nou Camp stadium.

The proposal would see the capacity of Europe's biggest stadium increase from 98,000 to 105,000 with work starting in 2017 to be completed in early 2021.

Also planned is a new roof, restaurants with a view of the pitch and a steeper bottom tier to improve visibility for fans.

Read more: <http://lei.sr?a=4Y3K5>

David Beckham unveils plans for Major League Soccer Miami franchise

David Beckham has confirmed the launch of his own Miami-based Major League Soccer (MLS) franchise – the city's first since 2001.

The 38-year-old's move into football ownership is expected to cost him £15m – around 25 per cent of the price other new clubs would usually pay.

MLS commissioner Don Garber said: "David chose Miami because he believes in this city. People here love this sport. We together have no doubt it will be a very successful MLS team."

The franchise is not expected to take part in the MLS until 2017, with major issues such as the stadium still to be ironed out, though Beckham confirmed the stadium build would be completely privately funded and also revealed the stadium would have a central location.



Beckham wants to bring "some of the best players in football" to his Miami franchise

"We will be in downtown Miami, I think that's important to be part of this city. We don't want public funding, we will fund the stadium ourselves," said Beckham. "It's something where we have worked

very hard to get to this stage. We've had some great work from the mayor and the commissioners. We want to create the people's football club."

Read more: <http://lei.sr?a=t6e5F>

Donald Trump bags bargain Irish golf complex

Donald Trump has purchased a five-star golf resort on the west coast of Ireland for a reported £15m (\$20.6m, £12.4m), thought to be well below the original asking price for the Doonbeg golf and hotel complex which opened in 2002 at the height of the property boom.

The American plans to redevelop the golf complex – which features an 18-hole links course designed by Greg Norman, a five-star hotel and spa, 400 acres of and almost 4km (2.5m) of coastline.

Read more: <http://lei.sr?a=h4T3y>



This is Trump's 16th golf development venture



Interval training continues to prevail

ACSM forecasts top 10 fitness trends for 2014

The American College of Sports Medicine (ACSM) has released results of a survey predicting the top 10 2014 global fitness trends.

Leading the way is increasingly popular high intensity interval training (HIIT), which involves short bursts of activity followed by a short period of rest or recovery, usually conducted over a 30-minute period.

For the first time in the survey's history, body weight training has appeared in the results, coming in at number two on the list. The trend allows for the use of minimal equipment making it more affordable for fitness enthusiasts.

Read more: <http://lei.sr?a=V9e5V>

Legoland Dubai now expected to be ready by 2016



After delays, the project is back on track

Merlin Entertainments has confirmed it will go ahead with developing a Legoland in Dubai, with the park slated to open in 2016.

"Merlin first looked at opening a Legoland in Dubai about five years ago, but at that point the country went into economic freefall," Merlin company spokesperson Sally-Ann Wilkinson told *Leisure Management*.

"Merlin held the option open and has now decided that it will proceed with the park, but there are no further details yet."

Read more: <http://lei.sr?a=4A3C5>

US\$750m all-year resort planned for New York

A new US\$750m (£451m, £539.5m) 1,100-bedroom destination resort with spa facilities in Sullivan County, New York, US, has been revealed by developer EPR Properties.

Located 90 miles from New York City, the four-season Adelaar resort will sit on 1,700 acres (2.6sq m, 6.8sq km) of land at the site of the former Concord Resort and golf course, which closed in 2009.

Master planned by architectural firm Hart Howerton, the resort will include several distinct areas – spa and hospitality, sports and leisure, dining, entertainment and retail, and gaming. The resort will create 2,000 permanent jobs when opened.

Read more: <http://lei.sr?a=h9J8z>

PHOTO: COWI HOTELS AND RESORTS



How the redevelopment might look

Zaha Hadid in contention for Crystal Palace project

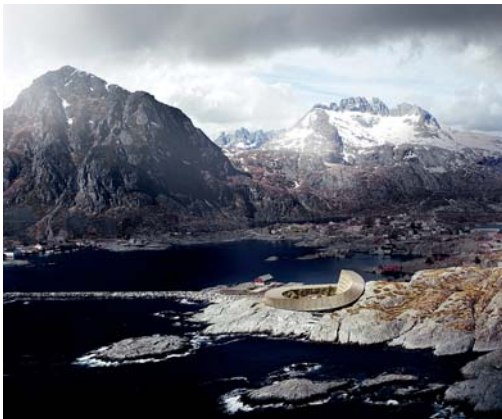
Zaha Hadid Architects are among six shortlisted candidates vying to rebuild Joseph Paxton's Crystal Palace in London on a £500m (US\$836m, £607m) budget.

Chinese investor The ZhongRong Group plans to recreate the 19th century's largest glass structure as a major cultural attraction.

Famous for her futuristic fragmented geometry, Zaha Hadid is to team up with Indian sculptor Anish Kapoor in her proposal.

Other high-profile architects in the running include David Chipperfield, Grimshaw, Haworth Tompkins and Marks Barfield Architects.

Read more: <http://lei.sr?a=g7d5q>



The hotel's curvaceous design helps it blend into the mountain and the surrounding seascape

Striking designs revealed for Lofoten Opera Hotel

Plans have been unveiled for the coil-shaped Lofoten Opera Hotel to be built in Norway's stunning Lofoten archipelago.

The striking hotel design will cover 11,000sq m (118,400sq ft) and will feature as-of-yet unnamed spa facilities in addition to 95 hotel rooms and apartments, seawater basins, an amphitheatre and many outdoor sporting activities.

Norway-based Snøhetta Architects are behind the project and said in December 2013 the cost would be approximately NK300m (US\$49.6m, £30m, £35.9m).

Snøhetta says the building strategy focused on the "functional and technical

aspects of access, infrastructure, ecology and sustainability, connection to outdoor areas and existing buildings."

The hotel's curvaceous design helps it to blend into the mountain and the surrounding seascape, while creating an inner and outer area for activities. Construction is expected to begin later this year although no completion date has been set.

The remotely located hotel will be aiming to attract active guests to the Lofoten area, which is on one of the 18 national tourist routes in Norway and is highly popular with hikers and nature lovers.

Read more: <http://lei.sr?a=F5f5u>

Arsenal signs deal with Chinese tech company Huawei



Both sides hope to gain market penetration

Arsenal Football Club has signed a partnership deal with Chinese technology giant Huawei that will see the telecommunications specialist become the north London club's official smartphone partner.

The deal, which runs to the end of the 2015-16 season, is seen as part of Arsenal's strategy to grow its brand in the Chinese and Asian markets. The partnership will see Arsenal's officials and players used in Huawei's communications and promotions both in the UK and overseas.

Read more: <http://lei.sr?a=x3r5y>

Technology becoming increasingly important in Olympic medal success

Scientific and technological developments are becoming increasingly important in contributing to the success of athletes, as recent medal triumphs in the Sochi Winter Olympics have shown.

The use of technology has always been an important factor in preparation, but development has also been increasingly pivotal in creating a level playing field, while also providing athletes with the best possible tools for a tournament setting.

In terms of training, motion capturing technology is used to help train figure skaters when preparing for jumps.

Devices are used to track the shape of the athlete while in the air, as well as measuring all of their angles and points of impact when hitting the ice after a jump. This allows trainers to help improve body



Technology is also being used to examine ways of levelling the playing field for athletes

positioning, while also providing competitors with a pictorial understanding of how their body is working.

In skiing, a new ski jump monitoring system is being used, with algorithms

removing the impact of nature by factoring in the role of wind speed and direction for each skier taking part to create a fairer result when assessing performances.

Read more: <http://lei.sr?a=S8S9C>

Prince Harry launches Games for injured soldiers

A new paralympic-style sporting event will see more than 300 wounded, injured and sick servicemen and women compete across various sports in London this year.

The first ever Invictus Games will take place from 10 to 14 September and will be similar to the US-based annual Warrior Games, which first took place in 2013. The Warrior Games concept is being brought to the UK by Prince Harry, who visited the Games last year and believes they have a positive impact on soldiers' lives.

Read more: <http://lei.sr?a=B8z7q>



Harry visited the Warrior Games in May 2013

Plans unveiled for Swansea watersport centre



The 4,000sq m watersport centre

Swansea Bay could soon boast a tidal lagoon featuring an international watersport centre and oyster hatchery as part of radical £756m (\$1.3bn, £910) redevelopment plans for the area.

London 2012 Olympic Park designer LDA Design has released its masterplan for Swansea Bay Tidal Lagoon, featuring the world's first man-made energy-generating lagoon, which would provide clean, renewable power for over 120,000 homes and could be operational by 2018.

Read more: <http://lei.sr?a=C2p5K>



Capacity will increase to 84,000

Notre Dame stadium gets US\$400m redevelopment

The American University of Notre Dame's 80,000-seater football stadium will undergo major work after the announcement of a US\$400m (£242m, £295m) expansion.

The development will create 4,000 new seats and three large buildings will flank the arena sides, with the buildings adding about 750,000sq ft (69,677sq m).

Notre Dame Stadium is the home of the University of Notre Dame Fighting Irish football team. The stadium is located on the campus in Notre Dame, Indiana and opened in 1930. Construction is slated to begin in 2015 and last three years.

Read more: <http://lei.sr?a=D4J9A>

Planet Beach opens automated wellness site

The Planet Beach franchise has opened a new wellness centre in Louisiana, US, with the facility offering guests the use of push-button beauty and health treatments.

Located in the town of Mandville, the new Planet Beach will feature equipment operated by guests without the need of a therapist or attendant present.

The brand has pioneered the use of fully-automated spa offerings, with Planet Beach services – including massages, tanning, facials, hydration treatments, oxygen therapy and guided meditation – using machines operated by guests in their own private rooms.

Read more: <http://lei.sr?a=x3m3M>



Apple wants to make a big impression

Leak offers insight into Apple's new health app

Leaked information has revealed potential details of Apple's health and fitness application, Healthbook, which could be capable of recording an array of information to monitor the state of the human body.

Details suggest that Healthbook will record activity levels, nutritional information, weight and sleep patterns, as well as heart rate, blood pressure, blood sugar levels, respiratory rate and oxygen saturation.

One detail that still remains a mystery is how all of the data will be collected, with the likes of blood pressure and sugar levels unobtainable by devices such as the iPhone.

Read more: <http://lei.sr?a=m7z7n>



The method can be used to scan and save images of people entering grounds

Face recognition tech takes off at sports grounds

The use of face recognition technology to monitor sports fans at the gates of stadiums continues to grow in prominence, with Australia the next country to be considering its use across its national grounds.

The technology can be used to scan and save the images of people entering grounds, with the data being stored on a country-wide database.

The security method has already been adopted in the US, South America and Germany in a bid to eradicate sports-related violence and troublesome fans.

The current situation in Australia sees the potential enforcement of five-

year exclusions for fans causing trouble, though this relies entirely on security forces spotting the perpetrators with the human eye. However, the introduction of the recognition technology could help to prevent hooliganism, vandalism and general unrest at major sporting events.

In Melbourne, security officials are already investigating the prospect of its use to help prevent trouble in major sports such as the country's A-League football division, while methods are currently being trialled to ensure technology can be used across all levels of sport.

Read more: <http://lei.sr?a=x8v4b>

STEAM Carnival announces date for LA debut event



STEAM started through a Kickstarter campaign

The inaugural STEAM Carnival – an entertainment showcase reimagining the classic midway with lasers, fire, and robots – will take place at Los Angeles' CRAFTED port-side warehouse from 25 to 26 October, organisers have announced.

The brainchild of LA-based Two Bit Circus, a high-tech amusement company, the event combines hands-on social games with project-based learning to inspire kids to pursue STEAM: science, technology, engineering, art, and maths.

Read more: <http://lei.sr?a=U3T6T>

Social media guru blasts fitness industry at IHRSA

Social media and marketing guru Gary Vaynerchuk has issued a wake-up call to members of the fitness industry at IHRSA 2014 in San Diego, telling them to stop marketing "like it's 2004."

During his address in March, he said large swathes of the fitness industry are currently using obsolete marketing methods and that they must future-proof these channels to attract younger members.

He explained that providing useful content on social media – through obvious channels like Facebook and Twitter, plus newcomers Instagram and Vine and Snapchat – is the best way to engage.

Read more: <http://lel.sr?a=u3d6b>



The study found 27% of adults work out

Study: Fitness is now the world's biggest sport

Fitness has been called the world's biggest sport, with 61 per cent of regular exercisers taking part in gym-type activities, according to findings that appeared in the *Nielsen: Les Mills Global Consumer Fitness Survey* (2013).

Conducted among 4,600 people across 13 countries, the study has also revealed that 27 per cent of the adult population attend a gym, fitness centre or health club.

The number of people taking part in gym-type activities now ranks higher than any other fitness activity, including walking, team sports, cycling, running or swimming.

Read more: <http://lel.sr?a=N2n6K>



International footballers using the technology hope it can keep them fit for the 2014 World Cup

DNA profiling helps athletes avoid serious injury

DNA profiling is quickly becoming a top trend for high profile sports athletes who are using the revolutionary technology to analyse whether or not they are getting the most out of their sporting genes.

The DNA test, which was pioneered by DNAFit, provides information on 18 key genes linked to areas of sporting performance such as power, endurance, speed of recovery and susceptibility to injury as well as tolerance to various food types such as carbohydrates and saturated fats.

The results are then used to create a bespoke training and nutritional programme for an athlete's genetic profile.

Two anonymous Premier League clubs and a top European side have reportedly used the test to discover the best training methods for individual footballers and who is most likely to pick up an injury.

Athlete Jenny Meadows, who won the 2011 European indoor 800m title, has gone public with her DNA profiling, while DNAFit is also working with athletes in boxing, cycling and rowing. A clinical trial with swimmers is also planned.

The DNA profile looks at 45 genes which determine players' power, endurance and likelihood of injury.

Read more: <http://lel.sr?a=Y6d2R>

Swedish gym chain bans 'selfies' in changing rooms



'Selfies' have become a worldwide phenomenon

One of Sweden's leading gym chains has banned changing room 'selfies' at its Stockholm clubs in a bid to protect the modesty of its members.

Friskis & Svelts chain, which has branches across Sweden, has taken the step of telling visitors to its clubs in the capital they can no longer pose for post-workout pictures in the changing area.

Famously photogenic, Swedes have enthusiastically embraced the 'selfie', but the gym has decided to draw the line.

Read more: <http://lel.sr?a=c3A4P>

ATTRACTIONS



Ferrari Land will include the highest and fastest vertical accelerator roller coaster in Europe

Ferrari-branded hotel and theme park set for Spain

Europe is to get its first Ferrari-branded five-star hotel and theme park when a resort opens near Barcelona, Spain in 2016.

Ferrari Land will cover 75,000sq m (807,000sq ft), housing a premium 250-room hotel with several restaurants, as well as large simulation areas to be used for car racing and shops.

The theme park itself will feature high-octane rides, including the highest and fastest vertical accelerator in Europe.

An existing Ferrari World attraction is located in Abu Dhabi, while the new branded site is to be the sole Ferrari theme park in Europe and will cost an esti-

lated E100m (£83m, US\$139m) to build.

The deal between PortAventura Entertainment – a company majority owned by investment subsidiaries of the Investindustrial group and KKR – and Ferrari will see the attraction open within the PortAventura destination resort near Barcelona. PortAventura receives nearly four million visits annually, of which nearly 50 per cent come from outside Spain.

According to Ferrari, the success of its Abu Dhabi attraction meant many offers were on the table, but the company chose Spain after a “thorough selection process.”

Read more: <http://lei.sr?a=f6j6g>

Proposed legislation would ban California Orca shows



Blackfish claimed captivity drove a whale insane

In the wake of CNN's controversial documentary *Blackfish*, about the whale Tilikum which has killed several trainers, state legislation looms large in California, US, that would ban orca shows, spelling trouble for SeaWorld attractions.

At present, there are no laws preventing the captive display of killer whales, but there are federal laws governing the care, capture and research use of the creatures. The proposed law would end all killer whale entertainment in the state.

Read more: <http://lei.sr?a=e2f5B>

US\$1.5bn Malaysian project to get theme park

A million-sq ft (92,903sq m) theme park is the latest addition to plans for the RM5bn (\$1.5bn, E1.1bn, £916m) development The TWO in Rawang, Malaysia.

Developers DA Land have enlisted Australian firm Sanderson Group – an integrated tourism destination specialist which has worked with Disney, Warner Bros, Universal Studios – to conceptualise, design and operate what is expected to be an indoor and outdoor theme park.

The RM300m (\$91m, E66m, £55m) theme park is likely to encompass themed rides and shows, water slides, adventure sports and themed dining.

Read more: <http://lei.sr?a=H3M4g>



The 56-year-old is currently fundraising

Afrika Bambaataa plans NY hip-hop museum

Hip-hop master Afrika Bambaataa is developing a museum proposal dedicated to the music genre with fellow artists Grandmaster Melle Mel, Grandmaster Caz and Grand Wizard Theodore.

The musicians plan to open the Universal Hip Hop Museum in the re-developed Kingsbridge Armory in The Bronx, New York, by 2017.

Afrika Bambaataa, 56, hopes to serve on an advisory committee for the museum and help raise money for its development if the local consultative board chooses to support the hip-hop venture over other community groups' proposals.

Read more: <http://lei.sr?a=cW3Q3>

Solar-powered floating island resort coming to Maldivian waters

Italian designer Michele Puzzolante of MPD Designs has designed a new concept resort called the Solar Floating Island (SFI) – a totally self-sufficient energy generator which will harness solar energy as its sole source of power.

The entire resort, constructed of floating pontoons, includes a five-star, 54-bed-room luxury hotel consisting of a 410sq m (4,413sq ft) spa and wellness centre offering massages, manicures, pedicures, facials, body wraps, body exfoliations and hair styling services, in addition to a 150sq m (1,614sq ft) boutique area.

Also included will be more than 700sq m (7,534sq ft) of event space with four conference rooms, a restaurant, bar and VIP lounge, marina, underwater restaurant, underwater bar, three mini airports/heli-



Individual villas would include outdoor decking and an underwater 'observation bulb'

ports, staff lodgings and 20 private villas.

Individual villas would include outdoor decking, dining facilities and an underwater 'observation bulb' allowing guests to admire sea life from their own room.

Puzzolante estimates the entire development could be built for US\$145m (£87m, E104m) and it has received full support from Maldives' president Abdulla Yameen.

Read more: <http://lei.sr?a=H2h3s>

Kittitian Hill spa set to offer indigenous treatments

Caribbean resort, Kittitian Hill, on the island of St Kitts, will be celebrating the region and its heritage with its treatment menu, when the spa opens in 2015.

Local sea salt will be used to make the salt scrubs for Mango Walk and all botanicals and oils used will be organically harvested at Kittitian Hill. The spa team are currently researching local treatments such as leaf wraps, to give the 20-room spa designed by Bill Bensley its identity.



A meditation walk is part of the offering

Read more: <http://lei.sr?a=T7a3G>

Europe plays huge role in wellness tourism spend



Germany ranks top in Europe for trips and spend

Six of the top 10 nations for wellness tourism expenditures are in Europe, with the region responsible for almost 40 per cent of all wellness-focused trips taken worldwide each year, according to research published by The Global Wellness Tourism Congress (GWTC).

Conducted for the GWTC by SRI International, the research also shows that Europe ranks as number one globally for annual trips taken (203 million) and second for expenditure.

Read more: <http://lei.sr?a=P8a8p>



Lower wages mean spa prices are cheaper

Central and E European spas suffer stereotyping

Although the number of high quality spa facilities in central and eastern Europe is growing, the region's spas as a whole are sometimes still regarded as relics of a bygone era with little appeal to the international tourist, according to a detailed analysis of regional wellness tourism in the Q1 edition of Spa Business.

Despite the fact many properties meet or exceed, international standards, the stereotype prevails.

Wellness tourism has been on the rise in recent years, with a number of eastern European countries focusing on it as a means of attracting more visitors.

Read more: <http://lei.sr?a=V5R5A>

Westin launches US\$15m global wellbeing scheme

Westin Hotels & Resorts has announced the global launch of its US\$15m (£9m, £10.8m) brand-wide campaign to enhance and promote guests' wellbeing through 2014.

The 12-month scheme will introduce six "wellness pillars" to the brand – Feel Well, Work Well, Move Well, Eat Well, Sleep Well, Play Well.

The company's wellbeing movement is being launched with Headspace – which boasts expertise in health, wellbeing and meditation experts. Headspace's co-founder Andy Puddicombe will head up Westin's Feel Well pillar and is the first appointee to Westin's Wellbeing Council.

Read more: <http://lei.sr?a=S8d6d>



The tallest building in Western Europe

£40m Shard hotel finally gets May opening date

The long-awaited opening of the £40m hotel within London's tallest building has been announced to finally take place on 6 May.

The five-star 202-bedroom Shangri-La Hotel will be London's first elevated luxury hotel, occupying levels 34 to 52 of the 1,016ft (310m) Shard in central London.

Room features will include custom-made beds, iPod docking stations, complimentary high-speed internet access, heated floors and butler service in all suites.

Facilities at the hotel include three river-facing event rooms, an infinity pool and a 24-hour gym.

Read more: <http://lei.sr?a=w2X5w>



The resort, which opened in 2010, features a roof-top infinity pool overlooking Marina Bay

Marina Bay Sands seeking land for 60% hotel expansion

The operator of Singapore's US\$6bn Marina Bay Sands resort is appealing to the city-state's authorities to grant it more land, saying its 2,563-room hotel is close to approaching full occupancy.

Las Vegas Sands (LVS) – the world's biggest casino operator – wants to add 1,500 rooms to the hotel, as well as meeting rooms, ballrooms and exhibition spaces, when the Singapore government releases more land, according to LVS company chair Sheldon Adelson.

"We need more rooms. We are running at a 100 per cent occupancy; on a bad day it's 98 per cent. No other hotel

in the world runs like this except some in Vegas," he told Bloomberg.

The Marina Bay Sands resort opened in 2010 and has been a chief beneficiary of the Singapore government's decision to overturn its four decade casino ban to encourage economic growth.

The resort, comprised of three 55-storey towers which are linked together by a roof-top platform, is the centre-piece of an area being developed under government plans to include waterfront pedestrian areas, performance spaces, a museum and restaurants.

Read more: <http://lei.sr?a=k4m5b>

Hotelier Ian Schrager crowned at Berlin industry forum



Schrager: "I still feel like a hotel outsider"

Hotel developer and pioneer Ian Schrager has been awarded a lifetime achievement award at the International Hotel Investment Forum (IHIF) in Berlin, attributing his success to being a "social scientist."

Schrager, who is chair, CEO and founder of Ian Schrager Company, started his career opening developing New York's legendary Studio 54 before turning to hotels. Schrager described himself as a "hotel outsider" and said his ability to understand trends has been key to his success.

Read more: <http://lei.sr?a=r7v3B>

TOURISM

A new hope for Tunisia's tourism industry in the form of Star Wars video

In an attempt to salvage its turbulent tourism industry, Tunisia is exploring new avenues by using social media and *Star Wars* to send the sector into hyperdrive.

The country's Ministry of Tourism has decided to revisit the desert setting used for many scenes in the original *Star Wars* films to shoot a Tunisian version of Pharrell Williams' hit song *Happy*, which has been replicated worldwide on YouTube with people dancing to the theme.

Happy (We are from Tatooine), commissioned by the tourism ministry, features a number of *Star Wars* characters dancing in and around Tunisia's Tataouine (the inspiration for the fictional planet Tatooine in the franchise), including R2-D2, C-3PO, a stormtrooper and Darth Vader.

The viral video has so far proved a suc-



The viral video has gained more than 1.5 million hits in less than a month

cess, garnering more than 1.5m hits inside a month, but whether that translates to more visitors is yet to be seen.

"There are fans (of the sci-fi films) in the United States, in Scandinavia, in Asia,

in South America, where Tunisia is barely known," said Amel Karboul, Tunisia's new tourism minister. "It will help to raise awareness of Tunisia."

Read more: www.lei.sr/8938502

Malaysia has high hopes for island eco-theme park

The Malaysian government is to bet big on the picturesque island of Langkawi, aiming to attract RM5bn (£948m, US\$1.5bn, £1.1bn) for private sector investments as part of ambitious plans to make it one of the world's top 10 tourist islands by 2015.

The government-owned Langkawi Development Authority (LADA) is charged with converting the low-key location's pristine beaches and natural wildlife into a major draw for regional tourism, featuring a multi-site eco-theme park.

Read more: <http://lei.sr?as4z9R>



One ride will offer the view of a native eagle

Liam Neeson becomes new voice of N Ireland tourism



Neeson stars in a series of short promotional ads

Actor Liam Neeson has taken up a new role promoting Northern Ireland as a tourist destination – becoming the voice of a new advertising campaign.

Neeson, born in County Antrim, has starred in a string of blockbuster movies including *Star Wars*, *Taken*, *Schindler's List*, *Batman Begins* and *The Lego Movie*.

The Hollywood star's voice champions Northern Irish people, portraying their pride in the place they come from, and urges viewers to "discover the real deal."

Read more: <http://lei.sr?a=v5F3T>



On her majesty's tourism service

Bond boosts Glencoe visitor numbers by 40%

James Bond is being credited with helping to significantly boost visitor numbers to one of Scotland's mountain landscapes after it featured in the latest Bond film *Skyfall*.

Glencoe saw more than a 40 per cent increase in visitor numbers last year, thanks in part to Daniel Craig's depiction of Bond in the 2012 blockbuster where the final scenes take place in the region.

According to Scottish Natural Heritage (SNH), 114,298 people visited Glencoe in 2013, up 41.7 per cent on 2012. Three other Bond films and the *Harry Potter* series have also used the landscape.

Read more: <http://lei.sr?a=P4w7z>

CENTER PARCS

WOBURN FOREST

It's been a long haul, but Center Parcs' fifth UK village is almost complete. On the eve of the opening of Woburn Forest, we take a look at what to expect

It's taken longer than anticipated, and has involved quite a few wrangles with the planning department, but Center Parcs' fifth site in Bedfordshire is now just weeks away from opening. At the time of going to press, the company hadn't announced an official opening date for Center Parcs Woburn Forest, but the site's trial weekend is scheduled for the end of May, so opening looks likely to follow in June, barring any hiccups.

The park has a 17,000sq m lake at its heart, and features 625 lodges, a 75 bedroom hotel, an outdoor activity centre, an Aqua Sana spa and the largest of Center Parcs' Subtropical Swimming Paradises. The swimming complex will be clam-shaped, and will feature three new water rides – Tornado, Twister and Typhoon, which are unique to Woburn Forest.

Center Parcs recently unveiled its plans for Woburn's 22 treatment room Aqua Sana spa, which was designed and developed by Sparcstudio and Schletterer Wellness & Spa Design.



"In a matter of weeks this won't be a construction site anymore; it'll be a finished, beautiful, operational village"

Don Camilleri,
development director

The facility is made up of six smaller spas, all inspired by nature. Each has its own theme: Fire and Ice, Mineral and Gemstone, Blossom, Herbal, Sensory and Salt, and has a variety of multi-sensory experience rooms. There will also be an outdoor infinity pool looking out over the forest.

"This is going to be the biggest, most innovative spa we've ever created; a concept that has evolved from the

success of our existing Aqua Sanas," says Center Parcs development director Don Camilleri. "We've looked at the latest innovations from spas from all over Europe and combined this with our passion for nature to create a unique concept for our new spa."

There are still several major announcements to be made, but soon the wait will be over and we'll be able to judge the new village for ourselves.



(Left) The first lodge was completed in February; (Right) Huck's American Diner will be one of many restaurant options

Woburn Forest will feature the UK's largest Subtropical Swimming Paradise. It will look out onto the forest



The Plaza is the main shopping facility at Center Parcs. Visitors can walk or bike around the park's open spaces



DESIGN NEWS

A curvy art gallery, a dome made by silkworms and a unique rock climbing gym



• The temporary stands built for the Games have now been removed and the sides of the building have been glazed

Hadid's Aquatics Centre opens to public

The London Aquatics Centre, which hosted the swimming during the London 2012 Olympics, opened its doors to the public on 1 March.

The venue has been converted according to Zaha Hadid's original plans, with a 2,500 seat capacity for spectators, and with the temporary stands used for the Olympics and Paralympics replaced with glazing.

The centre includes two 50m pools, the competition pool used for lane and fitness swimming, plus a training

Project: London Aquatics Centre

Design: Zaha Hadid

Location: London, UK

pool for family and fun sessions.

With a 25m diving pool, platforms of up to 10m, as well as a dry diving zone with a trampoline, harness and foam pit for divers to practise their technique, this will become the home of high performance diving in the UK.

Other facilities include a gym, café

and crèche. While the venue's layout remains largely unchanged inside, the new glazing allows much more natural light into the space.

National and international competitions will be hosted at the venue, and the public can use it for £3.50 for pay as you go sessions, or £29.50 a month for membership.

The London Aquatics Centre is the third Olympic venue to re-open, following the Copper Box Arena and Lee Valley White Water Centre.



PHOTO: THIBAUT BREVET



PHOTO: COULIN STRIATEUR

Clockwise from top left, Makoko Floating School, Nigeria; Grand-Central by Thibault Brevet; Frac Nord-Pas de Calais art centre, Dunkerque, France; Façade for Paul Smith, London, UK; Frac Centre – Les Turbulence, Orléans, France; Iro Collection by Jo Nagasaka

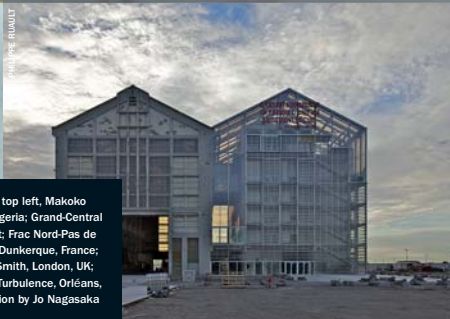


PHOTO: NICOLAS BOREL

Designs of the Year 2014 nominees announced

A dome made by a robotic arm and live silkworms, a folding bike helmet and a floating pyramid-shaped school in a Nigerian lagoon are among the pioneering concepts nominated for Designs of the Year 2014 by London's Design Museum.

A total of 76 nominations have been put forward and will feature in an exhibition at the Design Museum from 26 March to 25 August 2014. Afterwards, the winners from each category as well

as the overall winner will be crowned later in the year.

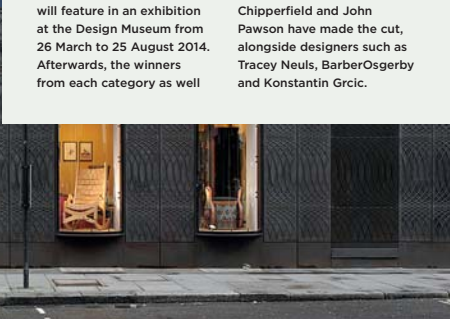
The competition reflects innovation from right across the globe, with the Nigerian nomination being joined by entries from Azerbaijan capital Baku to Mexico City.

The 2014 design competition is comprised of seven categories: architecture, digital, fashion, furniture, graphic, product and transport.

World-famous architects including Zaha Hadid, David Chipperfield and John Pawson have made the cut, alongside designers such as Tracey Neuls, BarberOsgerby and Konstantin Grcic.



PHOTO: SA ARCHITECTS





The continuous arch runs through the entire gallery like a ribbon

Curved art gallery opens in Beijing

Project: Hongkun Fine Art Gallery

Design: Penda

Location: Beijing, China

The Hongkun Fine Art Gallery has reopened in Beijing following a refurbishment by Vienna and Beijing-based architectural firm Penda, featuring a fluid, curved design.

The all-white gallery encompasses 2,000sq m of exhibition space across two floors. The refurbishment involved the

addition of a new reception area and gently curved archways of different sizes, that open out onto the existing exhibition space.

The continuous arch was selected as a way of welcoming people into the gallery, and also references the mountains and valleys depicted in the paintings exhibited there.



The three storey building sits on a platform

Pérez Art Museum Miami makes the news

The Herzog and de Meuron-designed Pérez Art Museum Miami (PAMM) launched in Miami's new Museum Park in December 2013, featuring 200,000sq ft of exhibition space.

As well as permanent and temporary galleries, PAMM features a shop, café, auditorium, education centre and offices. It also features vertical gardens by French botanist Patrick Blanc. The building sits on an elevated platform and below a canopy; tropical plants and vegetation will be planted among its columns, 'bringing the park into the

Project: Pérez Art Museum Miami

Design: Herzog and de Meuron

Location: Miami, US

museum' and transforming the veranda into a garden.

PAMM made the news in February, when a protester smashed a \$1m Ai Weiwei vase in a protest about the museum's lack of local artist displays.



Radic's pavilion resembles a shell

2014 Serpentine Pavilion designer announced

Chilean architect Smiljan Radic has been commissioned by the Serpentine Gallery to design this year's Serpentine Gallery Pavilion in London, UK. Radic is the 14th architect to design the pavilion; previous designers include Herzog and de Meuron and Ai Weiwei, Jean Nouvel and Frank Gehry.

Radic's 350sq m building is a semi-translucent structure, designed to resemble a shell resting on large quarry stones, and was inspired by Oscar Wilde's story *The Castle of the Selfish Giant*. At night it will be lit with an amber-tinted light, and the semi-translucency of its fibreglass shell will

Project: Serpentine Gallery Pavilion

Design: Smiljan Radic

Location: London, UK

allow it to glow from outside, attracting passers by.

The structure will act as a flexible, multi-purpose space with a café inside, and will host the Serpentine's Park Nights series during its four month stay in the park.

The pavilion will open on 26 June.



• The fragmented design resembles a giant rock

Project: Rock climbing gym

Design: New Wave Architecture

Location: Porlour, Iran

Designs for Iranian rock climbing gym

Tehran-based New Wave Architecture have designed a 4,500sq m rock climbing gym for Porlour, Iran, that resembles a giant boulder.

The gym overlooks Iran's highest peak – Mount Damavand – and features a bouldering hall with a climbing wall, a temporary accommodation zone and a fitness gym. The climbing centre's exterior will also provide opportunities for outdoor climbing.

According to the architects, the design has been inspired by 'the movements of the earth's crust and its tectonic forces'. The exterior will be clad in white fibre cement panels so that it blends in with its snowy surroundings.

On Sunday 9 February 2014, JENNY JONES made history by claiming **Britain's first ever medal on snow** in the **Winter Olympics**. She tells Kath Hudson how it felt

JENNY JONES

“I didn't expect to be in this position when I was cleaning toilets as a chalet maid,” Jones told a press conference, after claiming her historic bronze medal in the women's snowboarding slopestyle final at the Sochi 2014 Winter Olympics. “Hopefully I'll feature in a few pub quizzes now,” she quipped.

Despite having a job which involves upside down, airborne daredevilry, having made history and previously being voted number 58 in *Loaded* magazine's 100 hottest women feature, Jones has previously described herself as “a pretty average person,” who loves nothing more than surfing, G&Ts and going out for a dance. The night before the Olympic final she kicked back by watching *Downton Abbey*. Refreshingly guileless, with a sharp sense of humour, she is certainly down to earth, but is far from average. Even before getting an Olympic medal.

Only an incredibly determined risk taker could have followed the path Jones has taken. Her career has featured successes and podiums, as well as career-threatening injuries and tough choices, such as whether to leave the snow to get a degree, or work in a doughnut shop to carry on snowboarding. Also, her job involves the potential of falling, headfirst, from a great height.

A love of snowboarding, rather than the desire to be a pro-rider, is what has driven her. “I've always loved the excitement of launching myself off a jump,”

Jones returned to the Mendip Snowsport Centre with her medal

she says. “I just love all aspects of snowboarding: free riding, hiking, riding powder through trees. Snowboarding is all about the lifestyle.”

While Jones has now blazed a trail for other riders to follow – as well as almost certainly unlocking further funding from UK Sport for them – she had to beat down the path on her own.

“It's tough in the beginning and you have to work your butt off,” she says. “I just found my way round getting as much time on the snow as possible. It might be easier now, as the funding is going down through the stages, but I definitely had to work my way through; there was no avenue to follow.”

THE EARLY DAYS

Jones caught the bug at the age of 16, thanks to a free half hour lesson with her brothers at her local dry ski slope – the Mendip Snowsport Centre near Bristol. She was already competing at regional level in gymnastics, and these skills soon came in useful.

She claims she wasn't instantly fanatic at snowboarding: “It was a bit

annoying because my brothers picked it up more quickly than I did, but I persisted, because I liked the challenge,” she says. “Then I went for a week to Italy, with college, and got hooked. I decided to take a year out, to do a season as a chalet maid. I still haven't made it to university.”

Her first season, in 1999, was in Tignes, in the French Alps. When she wasn't chalet maiding, she was on the snow. By the end of the season she had caught the eye of Salomon, who invited her to the British Snowboard Championships in Laax, Switzerland, and became her first sponsor. She won the championships and later went on to win them four more times.

After this came a succession of seasons, where she worked in whatever job she could find that would pay her way and give her as much time as possible on the snow. By 2002, her successes had put her on the radar of Oakley and she secured her first full sponsorship. Pentax, Oakley and Nixon followed later, and this sponsorship meant she could snowboard full time.



Bronze medalist
Jenny Jones (right)
on the podium
with silver medalist
Enni Rukajärvi
of Finland (left)
and gold medalist
Jamie Anderson of
the US (centre)





Jones had a huge amount of press attention at the Sochi 2014 Games

you just have to push yourself past that FEAR and once you get past it there's a sense of achievement

This was an exciting time: at the age of 22, having just moved onto the international circuit and winning three large competitions in a row, Jones received her first invitation to a major international event. "I felt like I was on a roll when I got invited to the X Games, which is pretty prestigious in snowboarding terms," she says. "I was over the moon, but then in training, before the contest even began, I had a bad fall on the jump and that was it, I was out."

She had torn her anterior cruciate ligament and damaged her meniscus, so was forced to spend the next nine months out of snowboarding. For some, this might have been enough to wind down their career, but not for Jones. She fought back from injury and by 2006 was back on top form, finishing the year second in the World Snowboard Tour Rankings.

Happily, five years later, she was invited back to the X Games and this time took gold — something, she says, she will never forget. This was followed up by two more golds in 2010.

Despite getting her first World Cup podium in August 2013, with a silver in New Zealand, the run up to the Olympics was far from smooth. "I would say the three months before the

Olympics were one of my lowest points of my whole career," she says. "I experienced a concussion in a fall during training in Austria and felt the symptoms for so long, which was testing both physically and mentally. I wouldn't want to go through it again."

It's testament to Jones' nerve and determination that she managed to come back from such a recent concussion to find some of her finest ever form at the Olympics.

"Some injuries have affected me more than others. It has never made me scared of snowboarding, but sometimes the fear is related to a certain jump or trick," she says. "You do worry about whether it could happen again, but you just have to push yourself past that fear and once you get past it there's a sense of achievement."

This focus and dogged determination, combined with the ability to review, reflect, alter and get better is what has made her an Olympic medalist, according to performance director for British Ski and Snowboard, Paddy Mortimer. "Her qualities include complete and utter perseverance," he says. "She has driven herself and fuelled her passion in a number of ways, and had the courage to stick it out and keep pushing herself."

Q&A

Where is your medal now?

On a shelf at home, in its Sochi 2014 wooden box.

Did you ever fancy trying the boarder cross?

Oh no, I'm not that aggressive! With slopestyle it's all down to you, but with boardercross there are four other people who can knock you down.

Is there a good party scene among the snowboarders?

Ha, ha, it's important to enjoy what you do! People work hard, and train hard at the gym and now and then like to celebrate the result and have a party. There's good camaraderie between the girls; it's a nice part of it.

What music are you into?

Old style funk, Beautiful Girls, Razorlight, DJ Yoda, Zero 7, Sizzla, Mishka, Scissor Sisters, hip hop.

What's your favourite film?

The Usual Suspects, True Romance, Cinema Paradiso, Leon, The Goonies, Bridget Jones's Diary.

What's your favourite book?

Life of Pi, Blink.

Where would you like to see yourself in the future?

Still riding, summers by the beach, studying, travel, in the company of good friends...

THE OLYMPICS

Sochi was the first time slopestyle had been featured in the Olympics and Jones prolonged her career in order to enter. The sport involves riders launching themselves off rails and massive jumps (men and women ride the same course), doing aerial tricks, which are marked for technical ability and difficulty by judges.

Jones says her aim was simply to make it to the final, so she was more nervous in the semis. She was six years older than the rest of the field



PHOTO: M. WEYERHAEUSER / DDPRESSPORT.COM

Jones' run during
the women's
snowboarding
slopestyle final at
the Sochi Games

CAREER HIGHLIGHTS

1999: First season in the Alps ends with victory in the British Snowboard Championships

2006: Finishes the year second in the World Snowboard Tour Rankings

2009: Wins the slopestyle gold medal at the prestigious Winter X Games in Aspen, Colorado

2010: Wins her second slopestyle gold medal in a row at the Winter X Games in Aspen

2010: Another gold medal at the Winter X Games Europe in Tignes, France

2013: In August secures first World Cup podium with a silver medal in New Zealand

2014: Olympic bronze medal winner in the slopestyle at Sochi

Now we've got a medal on the team, freestyle will get the help it needs and youngsters will get MORE TIME on the snow

and this experience served her well. Judges were marking riders down for even the slightest technical infringement on ambitiously difficult tricks, so Jones played it safe on the second run, focusing on getting down without any errors. The strategy paid off.


"I didn't feel as much pressure as in the semi finals. Although I was still nervous, I was more relaxed than earlier in the day, which helped me to improve my run," she says. "If you get nervous you get stiff; your tricks can end up looking awkward and you lose your style. In the final run, things just seemed to go smoothly and I felt like I had more time to enjoy the movements and felt positive as I came into land the last trick on the final jump. I knew I had put down that run as well as I could. If nothing else, riding away knowing that was a satisfying feeling."

Jones sat in gold medal position and was left to nervously watch the remaining 10 competitors. The nation also looked on, gripped. Fifteen minutes later, Finnish rider, Enni Rukajärvi, pushed her into second place and then the American, Jamie Anderson, put down the gold medal winning run.

While the few remaining competitors were left to go, the BBC commentators, including team mate, Aimee Fuller, gave a wholly impartial, but entertaining commentary, voicing what everyone in the country was thinking. Even Andy Murray tweeted: "Jenny Jones! Is it wrong to hope everyone left falls?"

Jones says it was the attention she received which set the Olympics apart from other events she's competed in.

"Although it was all positive beforehand, it almost unnerved me getting so many messages of good luck," she says. "I'm not used to so many people being aware of a snowboard competition. I



Jones spent several seasons honing her skills while working part-time jobs

eventually decided to turn off the computer and save the messages for later, so I could just concentrate on snowboarding and try to enjoy myself."

According to the British Olympic Association, three million people watched her race live and more than 20m saw it online, on other BBC programmes, or heard it on the radio. This contributed to Jones being the fourth most talked about athlete at the Games globally.

WHAT'S NEXT?

Funding from UK Sport has only been in place since slopestyle became an Olympic discipline in 2012. At that time, British Ski and Snowboard were awarded a small amount of money and told to prove themselves. They've done just that. Her medal, and the success of the wider team, is certain to unlock more funding for the sport and means that many more up and coming riders will benefit. Similarly, her success has encouraged people to flock to British ski slopes and snowdomes to try snowboarding.

Jones is humble about the impact her achievement is likely to have on the sport: "Now we've got a medal on the team, freestyle will get the help it needs for four years, which should mean that youngsters get more time

on the snow. There are some good ones coming through and hopefully they'll have good support around them and a good network of people who've all experienced their first Olympics. That knowledge and experience will help for the next one."

For young riders who've been inspired by her success and have dreams of following in her footsteps, Jones recommends they get as much time on the snow as possible, even in Scotland or in snowdomes: "They don't need to be going to the big contests yet, get the groundwork in and hopefully the support will be there."

Post-Olympics, Jones is very busy. She says there have been some exciting opportunities and she's been busy with filming and commenting on the Paralympics, where ParalympicsGB made history again.

Shortly after I spoke to her in March, Jones was heading back to Austria to start training, before going on to the US to compete in women's slopestyle at Keystone, Colorado. After this, some photo contest trips were planned to get photos for magazines.

Despite having just made history, and being the UK's most famous snowboarder, I get the impression that Jenny Jones is first and foremost a girl who just loves to snowboard. ●

PHOTO: DAN MILLER WWW.DANMILLER.COM

HOTEL SUMMIT

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A WINNING RUN

Team GB came back from the Sochi 2014 Winter Olympics on a high, with Jenny Jones winning our first ever medal on snow, Lizzy Yarnold taking gold and continuing Britain's winning streak in skeleton, plus a silver and bronze in curling. As well as Jones' bronze, the British freestyle skiing and snowboarding team had a record breaking performance, with six top 10 finishes.

After finishing a respectable 19th in the medal table, Team GB is hoping for even more in South Korea at the next Olympics in 2018. Meetings are now underway with UK Sport and officials from British winter Olympic disciplines about performance targets over the next four years. The resulting spending decisions will be announced in June.

Six sports shared a fund of £13.4m over the past four years, but that's likely to be boosted for the 2018 Games. "Following so many outstanding performances in Sochi, I anticipate

TEAM GB'S success at the Winter Olympics has proven Britain can do winter sports. Kath Hudson finds out how we can build on this and nurture tomorrow's talent

that there will be an increase in our investment into winter sports," says Liz Nicholl, UK Sport's chief executive. "The success has shown that the approach we've taken to athletes, supporting sports with medal prospects, is working. It gives us a huge amount of confidence in the system. We're anticipating building on this success and will be going for more medals in 2018."

SLOPESTYLE

For years Team GB didn't trouble the podium at the Winter Olympics much. Lack of mountains and snow were often blamed, but while our geography hasn't changed, our performance has.

Slopestyle debuted at Sochi this year; this is a sport which doesn't rely

on mountains, as the basics can be learned and practised at indoor snow centres or on dry ski slopes. The snowboarding team – Jenny Jones, Aimee Fuller, Jamie Nicholls and Billy Morgan – all started out on their local slopes.

The growing number of indoor snow centres in the UK has helped to narrow the gulf between Britain and countries with mountains, by giving more people access to snowboarding.

Many of the skills for slopestyle can also be practised in the UK. "British snowboarders tend to be very good on rails, as these can be perfected under cover. And indoor snow centres have the advantage of being available all year round," says Snowsport England's chief executive, Tim Fawkes.

Also, slopestyle is a sport where skills learned in other sports and disciplines can fast-track those who have talent. "Billy Morgan comes from a



Jenny Jones on the rail at Snow Factor; Tim Fawkes (right)



sochi.ru 2014



Team GB's men and women's curling teams at Sochi 2014

"The success at Sochi has given us huge confidence in the system. We'll be building on that and going for more medals in 2018"

PHOTOS (TOP): WCF/RICHARD GRAY, (BOTTOM): PHIL SEARLE



Lizzy Yarnold's gold medal winning run at the 2014 Sochi Olympics



SOCHI 2014 PARALYMPICS

gymnastics background so improved very quickly," says Fawkes.

"Trampolining and tumbling are other good feeder sports for slope-style, half pipe and aerial."

FOSTERING TALENT

With this in mind, British Ski and Snowboard is in talks with commercial organisation Woodward about creating an indoor environment with foam pits, sprung floors, launch areas, trampolines, tumble zones and skateboard areas. This is all part of a drive to engage with young people – particularly those under 16 – and to foster skills which could later be transferred to snow sports.

"We're in talks now about creating a couple of centres in the UK: one in Scotland and one in England and we're also hoping to create one in Wales at a later date," says Paddy Mortimer, performance director of British Ski and Snowboard. "Media and music will be part of the mix, as we want to inspire creativity and athleticism. We're looking to engage with the psychological make up [of the young people] more than the physical. We need to create people who

The paralympic team put in a stellar performance, and smashed some records. The team brought home the first ever gold from the event and Jade Etherington became the most successful British woman in Winter Paralympic history.

Etherington, a visually impaired skier, with her guide, Caroline Powell, were the downhill stars of the Games, winning three silvers and a bronze.

After narrowly missing a medal at the last Winter Olympics,

Team GB's winter paralympians met David Cameron following their success in Sochi

Northern Ireland's Kelly Gallagher and her guide Charlotte Evans took Britain's first ever gold at a Winter Games in the visually impaired super-G skiing.

The curling team also won a bronze, bringing the medal tally to six, compared to none in Vancouver 2010.

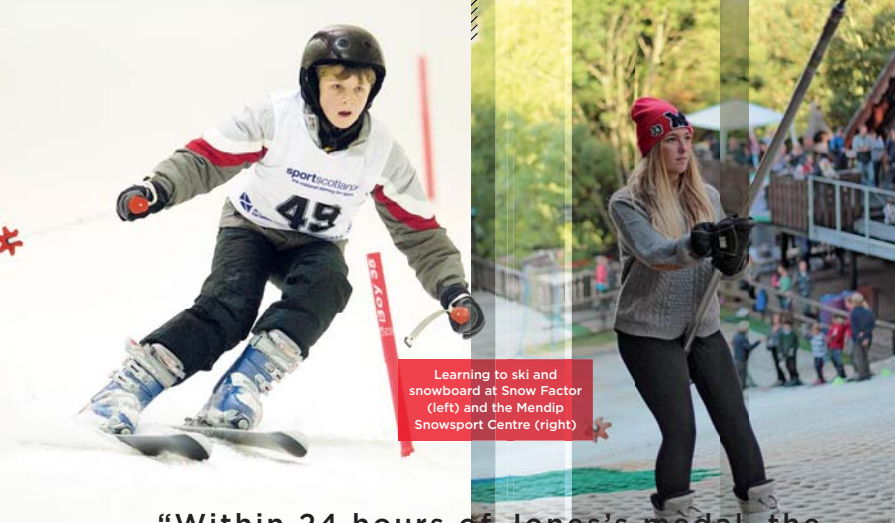
can self regulate and think on their feet, so they're not led and over coached, because that means when circumstances change they can't adapt."

The snow medal target for South Korea hasn't yet been set, but Mortimer isn't anticipating any difficulties in getting more funding for snow sports from UK Sport. "Previously, they gave us a small amount of money and said prove yourselves. We have done that, not just at the Games, but getting podium positions in the run up," he says. "UK Sport wants British sport to grow, so it's just a case of

putting forward a plausible, evidence-based plan. What we've achieved is incredible. Funding, as well as sponsorship from the likes of Bawbags, Delancey, Reeves and SIGB, has allowed us to take the team to elite training environments, pay the best coaches and put in place an injury management process."

ON THE ICE

Technological developments led to improved performances by the British bobsleigh team. The men's bobsleigh team came an impressive fifth in



Learning to ski and snowboard at Snow Factor (left) and the Mendip Snowsport Centre (right)

“Within 24 hours of Jones’s medal, the phones at Snow Factor were ringing non stop as people called to book slope time”

Sochi, missing the podium by just 0.11 seconds. GB Bobsleigh performance director Gary Anderson says bobsleigh is one to watch, stressing that they are only halfway through an eight-year programme and expect to challenge for medals in all three events – men’s two and four man bob and women’s two man bob – in South Korea.

Skeleton is Team GB’s most successful winter sport in recent years: Britain is the only nation to have won a medal every time skeleton has been on the programme at the Winter Games, including two golds at the previous two Winter Olympics.

Keen to build on this momentum, UK Sport, the English Institute of Sport and British Skeleton have already launched a talent spotting initiative, targeting 17- to 25-year-olds who might show aptitude for skeleton. Golden girl Lizzy Yarnold, who was herself a product of a similar initiative five years ago, helped launch Power2Podium: Skeleton, in March. The aim is to discover athletes who have what it takes to compete at the 2022 Winter Games.

British Skeleton performance director Nigel Laughton says developing the

pipeline is crucial: “British Skeleton’s continued success on the world stage has, in part, been down to the systematic approach we apply to developing young athletes for the future,” he says.

THE PIPELINE

Tim Fawkes is hoping the recent Olympic success might also persuade Sport England to give Snowsport England more funding to support the pathway further down. “This would enable us to progress our programme quicker, getting regional hubs up and running, offering more coaching support, identifying talent better, offering more structured programmes at local level and bringing talent on,” he says. “The pipeline is looking good. Most of the British athletes are young and there’s another wave of potential athletes coming through who didn’t quite qualify for this Olympics.”

It certainly looks like the Olympic success has inspired lots of people to head down to their local ski slopes. Jamie Smith, owner of Snow Factor International, which includes Snow Factor at Intu Braehead near Glasgow – where the British Slopestyle and

Freestyle team did some pre-Games training – says the Jones effect has boosted business. “Within 24 hours of her bronze medal, our phones at Snow Factor were constantly ringing as people called to book lessons and slope time,” he says.

Smith argues that skiing is no longer an expensive, elitist sport and that centres such as his have brought snow sports within reach of a wider demographic, offering adult lessons for £29, including equipment, and slope passes from £14. Discounted sessions, freestyle sessions, racing and coaching sessions are all run on a weekly basis.

Going forward, there’s definitely cause for optimism regarding winter sports. Although the UK has an infrastructure disadvantage compared to a lot of the competition, targeted funding and investment in technology and good coaching seems to be paying off.

As Lizzy Yarnold says, “What we do is focus on the things that we can do well and improve on, whether it’s nutrition or physical training. To get the best athletes, we need to continue to have the best coaches, know what we’re good at and just focus on that.” ●

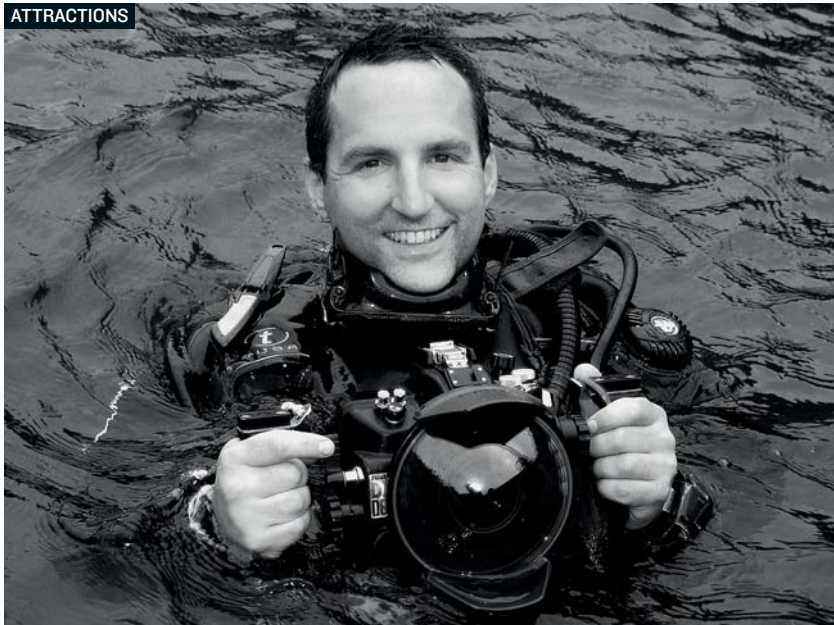


The sculptures are designed to last for hundreds of years, so have to be very well built

sea view

A love of art and the environment led to the creation of two underwater museums, which provide homes for coral and sea life. Eco sculptor Jason deCaires Taylor tells Kathleen Whyman what inspires him





What was your inspiration?

I'm a sculptor and was mainly working on land and with the landscape. I was creating objects that had no functional purpose other than their artistic value – the world's cluttered enough, we need more of a reason to make things.

I had the idea that if I worked underwater, these objects would not only discuss the boundaries of art, they'd create habitat space for sea life and be beneficial to the environment. That was the main driving force.

How did you get started?

The first museum was in Grenada in 2006. I grew up in Spain, Portugal, Malaysia and the UK and happened to be living and teaching scuba diving in Grenada at the time.

I'd had the idea for the underwater sculptures for a while, so looked into how feasible it was and presented the concept to the local government. They were sceptical, but interested, so I started small with a couple of pieces and added to them. It kept growing

Jason deCaires Taylor wants to use his sculptures to educate visitors about ocean ecology

and more people started to help and support the project. Over the course of two years I built the first underwater sculpture park, which contains 65 individual works and is called Grenada Underwater Sculpture Park.

The government of Mexico, after seeing this project, invited me to address some of the problems they have with high levels of tourism in Cancun. MUSA (Museo Subacuático de Arte) opened in 2009 and has 510 permanent sculptural works.

How do the museums benefit the environment?

Prior to the museum, there was only one good snorkelling area in Grenada. All the boats would congregate in that area and there was damage to the reef from people jumping off boats and

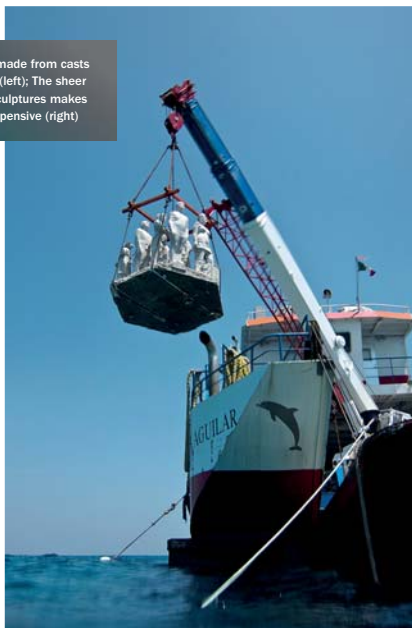
kicking corals and it was slowly deteriorating. I created another snorkelling site nearby to relieve some of that pressure – coral grows on the sculptures and fish live around them.

It was a similar objective in Cancun. The area has more than 750,000 visitors each year, so the objective was to try and manage those people and minimise the impact to the reef. The government wanted to start closing sections of the reef down to allow them to rejuvenate and thrive, but the business community threatened to sue the government for closing down their economy and insisted on an alternative offer. It was at that point that they contacted me.

How has the local community benefited?

The statistics are amazing. In Cancun, the diving has increased by 30 per cent in a few years and now gets over 80,000 visitors annually. In Grenada, the area never used to have visitors, but now gets 20,000 people a year.

The Listener is made from casts of human ears (left); The sheer weight of the sculptures makes installation expensive (right)



Seventy per cent of divers go to the museum site rather than the original reef. It's in the top three TripAdvisor ratings and got voted by National Geographic as one of the Wonders of the World.

What are the sculptures?

Predominantly I use figurative forms, with concepts of humans working in harmony with nature. I strive to bring in themes of the threat to the reef and how we're oblivious to what happens under water. I've sculpted a guy on a sofa watching TV, showing the irony of the way we live and how we're so focused on our little worlds that we forget the bigger picture.

There are hundreds of sculptures ranging from The Silent Evolution – a crowd of 450 people which informs visitors on the various stages of reef evolution; a series of suburban dwellings designed to house individual marine species; The Listener – a lone figure assembled entirely from casts of human ears and a recording device to

I want people to have more respect for all the amazing things happening underneath our oceans

monitor the reef; and Reclamation, an angelic female form with wings that are propagated with living coral.

One of the large installations – The Silent Evolution – took me two years and an amazing amount of hard work and I was really pleased with it. Then I did a piece called Banker, which is a guy with his head in the sand, and that got just as much response and it only took a month to make and was really easy. I've learnt that you can have very potent images that can say just as much as the big, arduous projects.

What's your message?

I hope people have more of an understanding of, and more respect for, all

the amazing things that are happening underneath our oceans and have that in the forefront of their minds. Some of our coral reefs could be the first eco systems we lose if we continue with the problems associated with global warming.

What are the costs?

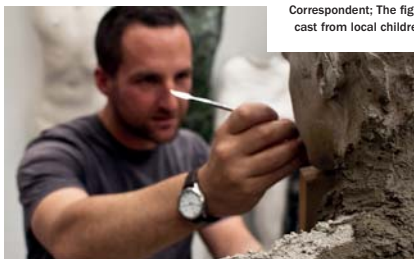
The construction isn't expensive because the materials aren't dear, but the installations are costly. We want the sculptures to weigh as much as possible so that they stay in place on the seabed and are very resilient – they're planned to last for hundreds of years, so need to be very well constructed – but the heavier they are, the more expensive the logistics become. It's a balance between working the two out so it becomes possible.

How are the sculptures secured?

They're drilled into the ocean floor, but we rely on the weight to help. We have to keep the centre of gravity very low. ▶



Clockwise from top left, Inertia depicts a man watching tv, oblivious to the world; The Lost Correspondent; The figures in Vicissitudes were cast from local children; The sculptor at work



► It's a new environment to work in and is subject to different forces.

There have been some terrible artificial reef projects where people haven't fixed things well enough. One project along the coast of Carolina, US used old car tyres. The first storm that came along ripped them out, rolled them over the reef and destroyed all the coral, so it's really important to ensure they're fixed.

What are they made from?

They're made out of specialised marine cement that's 20 times more durable than normal construction cement and impervious to the salt water.

I can't use metal as it would corrode and break down. Ninety per cent of public sculpture has some kind of metal in the armature or construction, so the challenge is to design objects differently. I use armatures made out of inert fibreglass and geo-textiles.

How do you ensure the sculptures are protected?

Mainly through education. We ask the guides to explain that these are artificial reefs and have signs underwater asking people not to touch the sculptures. But nowadays, everything's a photo opportunity – people stand next

to the sculptures and put their arms around them for a photo and then we get a breakage.

What are the challenges?

Firstly, it's getting permission. Before starting, I have to do a very strict environmental impact assessment for the government. That's quite a difficult part of the process, depending upon the location – it's very difficult to get permits in America, for example.

Navigating the weather and scheduling deployment is always difficult. If a dense wind falls it makes it far harder to work. Another challenge is the unpredictable nature of the sea. It can work in my favour – I might find some beautiful pink sponges and amazing coral growing, which is fantastic.

But there can be undesirable effects. We had an issue where we went along one day and all the sculptures were covered in thick algae. We couldn't see anything at all, which was worrying. We cleaned it off half of them and three months later, the ones we'd cleaned had grown back worse, whereas the algae had started to disappear on the ones we hadn't touched. That was quite a lesson in not messing with things too much. A year later the algae had gone completely from all of them.

What are you working on now?

I've just finished working at MUSA and have relocated to Europe. I'm in talks with people in Florida, Malaysia, and the Maldives. It's fascinating because each place has very different conditions and the works would evolve very differently according to the location.

One of my aims is to advance the technology and research that allows more marine life to colonise the sculptures and create works that are more interactive for visitors. I'm currently devising some installations that start on land and then go into the sea. I'm also doing some pieces that rise out of the water so people can dive off them and others with lights so people can scuba dive at night.

I have plenty of ideas, which I can't reveal yet, but at this moment in time I've just begun an exciting project off the coast of Lanzarote. The crystal blue Atlantic waters surrounding the island are home to a completely different marine ecosystem and the project will discuss the topic of climate change and migration. It is supported by the Achenbach Art Foundation and the regional government. ●

This feature first appeared in Attractions Management Issue 1 2014

The underwater sculptures become a natural home to coral and reef fish, which change their appearance



FUTURE PARKS

From edible gardens and underground parks to cycle routes in the sky, Kath Hudson looks at the future for our public spaces

The Caribbean Kittitian Hills resort is opening an edible golf course set in tropical farmland

Don't underestimate the importance of parks – living near a green space has a more sustained positive effect on people's mental wellbeing than

a lottery win, according to new research from the European Centre for Environment and Human Health at the University of Exeter.

"People do all sorts of things to make themselves happier: they strive for promotions and pay rises, they even get married. But the trouble with all those things is that within six months to a year, they're back to their original baseline levels of wellbeing," says the report's co-author, Matthew White. Living near green space gives a more sustainable sense of wellbeing.

This is because of humans' innate need for nature, according to Dr William Bird, founder of Intelligent Health and co-editor of the *Oxford Textbook of Nature and Public Health*, which explores the science behind nature's effect on people. "People need nature. An absence of it causes people to be stressed which then leads to inflammation of the brain, which makes the body feel under attack and is the cause of all long term Western diseases," he says. "Nature has a physical impact on us to reduce stress: blood pressure drops, there are changes in the brain. Contact with the earth and soil is very therapeutic and people want that connection."



City councils are trying to find out how many people use parks for fitness



UP IN THE SKY

UK government body Public Health England is using research from advisor Natural England to help local government identify priorities for greening communities. The studies show that visits to green spaces can boost self esteem, benefit those suffering from dementia and make people feel calm, relaxed, refreshed and revitalised. Those living in cities, without access to green space, show more signs of depression and anxiety.

Natural England's research also shows that an increasing number of people are using the outdoors at least once a week for health and exercise. And 44 per cent make at least one leisure visit a week to the outdoors, compared to 34 per cent in 2009.

Birmingham City Council in the UK is working with Dr William Bird to calculate how many people use its parks for health and fitness, in order to get funds from the National Health Service towards the upkeep of parks and also evidence the value of parks to state their case when it comes to budgets.

Card readers have been installed in some of the city's parks, allowing peo-

ple to swipe if they have used them for exercise. The council is looking into other ways of capturing usage, such as an app, or introducing a reward scheme to incentivise people to tell them if they have been to the park.

Does this mean that urban planners and developers will start to take more notice of our need for green spaces and the research backing up its value? Interestingly, the artist Damien Hirst has submitted plans for a 750-home development in Ilfracombe, Devon, UK, which includes open space and parkland among its community facilities.

The US is further ahead of the UK;

car free routes on pylons above the tracks, with 200 entrance points.

Foster + Partners are working with Exterior Architecture and Space Syntax on the scheme. After meeting with Network Rail last year, the design team has focused on a 6.5km trial route from Stratford to Liverpool Street Station following the paths of the overground line, which will cost around £220m (\$365m, £269m).

there the trend for community supported agriculture is gathering pace. The Urban Land Institute estimates there are now around 200 operations in progress where developers have added a farm, community garden, orchard and/or edible park to developments in order to attract buyers, increase home values and nurture a feeling of community.

The Bucking Horse development in Fort Collins, Colorado is one example. It has 1,000 homes, a 3.6 acre community supported agriculture farm, a plaza with a farmers' market and an educational centre where homeowners ▶



EDIBLE PARK

Seattle's Beacon Food Forest Permaculture Project is designing, planting and growing an edible urban forest garden, which will then inspire the community to gather, grow food and rehabilitate the local ecosystem. A food forest is a gardening technique which mimics a woodland ecosystem by substituting edible trees, shrubs, perennials and annuals.

Phase one of this project got underway earlier this year. When complete, the site will include a mix of individual plots (p-patches); crofts for community groups; open harvest for everyone to share; educational land; and wilderness. Funding has come from grants, donations and going forward, dues people will pay for their plots – about \$40, (£24, £29) a year for a 10m x 10m plot.

The goal of the project is to regenerate public land into an edible forest ecosystem

"We're teaching people to come, share, take only what they need and respect the land, plants and community. Education is a large part of this," says spokesperson Glenn Herlihy.

Although there are 90 p-patch programmes in Seattle, this project has attracted interest from all over the US.

"I think we'll see more of these types of projects," says Herlihy. "There's a lot of interest in local food and growing organic, and a backlash against pollutant farming and distribution methods. It's an enjoyable community act which relieves the pressure on the planet and climate."



UNDERGROUND AND EDIBLE PARK

Fletcher Priest Architects won the High Line for London competition last year, with Pop Down, an urban mushroom garden in disused Mail Rail tunnels in central London.

Lit by street level, sculptural glass-fibre mushrooms, the tunnels provide the ideal environment for an urban mushroom farm and the produce would be used at new pop up concept 'Funghi' restaurants.

Co-creator, Nicholas Worley, says they went underground because opportunities at street level in London are getting fewer, but there is a network of disused mail tunnels down below.

Cutting down on food miles is another important part of this project, since most of London's oyster mushrooms are shipped in from Holland. "People are becoming more aware of producing food themselves," says Worley.

As to the future of Pop Down, the company is currently talking to funding bodies, investors and interested parties about taking the project further.

LINEAR PARKS

Created by Olympic Cauldron designers and with the support of actress Joanna Lumley, the Garden Bridge already has a high profile.

Linking the theatre district of London's North Bank with the galleries of the South Bank, it will feature plants, trees, woodland and walkways, providing a tourist landmark, a pleasant commuter route and a new public space for the city. "A tiara



The Garden Bridge would link the North and South Banks

on the head of our fabulous city," says Joanna Lumley.

The structure widens and

narrows across its span and there will be places along the way for pedestrians to

stop and enjoy the views.

London-based designers Heatherwick Studio are working with Transport for London and engineering consultant, Arup, to develop the scheme.

Another linear park concept was submitted for the High Line for London competition by HTA. Bridge-IT would create a continuous linear park from suburban to central London through the rail network and disused sidings, using previously inaccessible or degraded land.



(Above) Nasa engineer James Ramsey and Google exec Dan Barasch are hoping to create an underground park in Manhattan, New York, dubbed the Lowline; (Left) The golf course at the Kittitian Hills development on St Kitts will feature organic crops

can take canning classes. The public toilets are in an old chicken coop, along with a few chickens. Values of existing homes have jumped 25 per cent since construction began on the agricultural amenities.

If Caribbean leisure development Kittitian Hills on the island of St Kitts is anything to go by, we can expect to see more leisure developments fostering the growing interest in community agriculture. This resort, which features a boutique hotel, private villas and restaurants, will open an edible golf course in the summer, believed to be the first in the world.

"The largest environmental impact of a normal golf course is the acreage wasted to accommodate the course," says developer, Val Kempadoo. "The course is built into a farm, so any areas which aren't tee boxes, greens or fairways are cultivated, planted and harvested, eliminating the wasted space of a normal golf course."

The course is grown and maintained organically and the food harvested will be used for the restaurants. Pick me signs will give golfers the opportunity to sample produce and caddies will explain the different produce being

UNDERGROUND

The New York Lowline project is the brainchild of NASA engineer James Ramsey and Google marketing executive Dan Barasch.

It aims to create an underground park out of a Manhattan trolley terminal which has been abandoned since 1948. If this sounds gloomy, think again, because solar technology will be used to transmit sunlight underground and will even allow plants and trees to thrive.

A pilot park has already been created, funded by a Kickstarter campaign which received the most money ever for an urban design project. During its two week lifespan, 11,000 people came to visit.

The team would like to get the project up and running by 2018.

grown. The hotel is designing programmes to allow guests to participate in the planting, harvesting and propagation of tropical fruits and vegetables.

As the pressure on space in our cities increases, we can expect to see

more creativity and increased use of technology in order to bring disused or redundant spaces into public use.

This is partly thanks to the ongoing influence of New York's High Line (see LM 2012 Q1) which transformed an abandoned 1930s elevated railway into a linear park. This project was a game changer, sparking thinking across the world about how to revitalise forgotten spaces and providing the inspiration for the High Line for London competition last year.

In the future, more is likely to be made of smaller areas of land, enlisting the help of the community to make them into usable spaces. Pocket parks are part of the Mayor of London's Great Outdoors programme to improve streets, squares, parks, canal and riverside spaces to provide oases of calm from the hustle and bustle of the city. The programme is offering grants of between £5,000 and £20,000 to communities who want to create their own pocket parks. So far 60 projects have been offered funding.

The parks of the future might look different from the ones we're used to, but they'll hopefully continue to play a vital role in our communities. ●



PHOTO: DAVID GREEN

Tom Aikens & Levy Restaurants UK

Tom Aikens grew up in a family that was passionate about food and fine wine and quickly understood the value and enjoyment of cultivating home-grown produce. As his career developed under the tutorage of top chefs Pierre Koffmann and Joël Robuchon, he developed a passion for French cooking and, aged 26, became the youngest chef to receive two Michelin stars, while head chef at Pied à Terre in London.

In 2010, Aikens joined forces with Levy Restaurants UK, the sports, leisure and hospitality division of Compass Group UK & Ireland, to work with the iconic riverside venue Somerset House.

The setting at the heart of the city, with views over the Thames, provided an enviable location for the launch of three dining concepts, designed to appeal to

Tom Aikens is at the fore of London's dining scene and has a growing collection of restaurants, with more due to open across the capital in the coming year

the varied footfall and high-profile events hosted there. Tom's Kitchen, Tom's Kitchen Terrace and Tom's Kitchen Deli were all lauded on opening and continue to draw the crowds.

Tom's Kitchen is a modern, British brasserie restaurant serving comfort food favourites in relaxed surround-

ings on the ground floor of the grand neo-classical mansion.

Tom's Kitchen Terrace, open during spring and summer, serves cocktails, champagne, sharing boards and desserts on the 18th-century terrace. Tom's Kitchen Deli, created for the venue by Aikens and Levy Restaurants, offers a quicker turnaround and a lower price point and has become very popular with local office workers.

A STRONG PARTNERSHIP

When Aikens was approached about relaunching the dining operation at Somerset House by Levy Restaurants, the chef was immediately keen to collaborate on the project.

"Somerset House is such an iconic venue. It's a real London landmark, a very striking building and it really suited the character of Tom's Kitchen," says Aikens.



PHOTO: MARCUS GUNNS

(Above) The team at Tom's Kitchen Deli at Somerset House; the Deli's offer includes sandwiches, salads, quiches, meats, cheeses and pastries; (below right) Tom's Kitchen is on the ground floor at Somerset House and serves British comfort food; (left) Somerset House now hosts a wide range of events and exhibitions



LEISURE MANAGEMENT PROMOTION

Levy Restaurants' reasons for approaching Aikens were several. At the time, the company provided the catering for Somerset House through the Admiralty Restaurant, café and deli, but decided it was time for a rethink. Somerset House had become an increasingly well-known venue, hosting a number of high-profile events, including London Fashion Week and a series of major art exhibitions, and the catering no longer provided such a good fit.

"We needed to think about how we could support Somerset House's vision from a food-and-beverage perspective. It became obvious that we had to look at it in a very radical way, and completely reposition the offer on site," says Roy Westwood, creative director at Levy Restaurants.

Levy Restaurants began exploring the celebrity chef route, which offered clear benefits in terms of raising the profile of the catering at Somerset House, and carefully considered who might complement the venue.

"Somerset House has a very strong heritage in terms of Britishness, so we needed to find a chef partner who had the same strong British roots," says Westwood. "Tom was at the top of that list with his Tom's Kitchen brand – it's very casual and very innovative. You've got the support of a Michelin-starred chef, and yet it's very casual in its nature and inherently British in its tradition."

The partnership sees Levy Restaurants manage and run the venue, while Aikens trains the staff and oversees the menu.



The team at Tom's Kitchen adopts Levy Restaurants' guest-first approach, putting customers at the centre of every decision and challenging them to expect more from their experience. This approach drives results in terms of footfall, ensures repeat bookings and increases time spent in the restaurant and spend-per-head. In 2013,

spend-per-head increased by 8.3 per cent in Tom's Kitchen and 3 per cent in Tom's Kitchen Deli, generating a 117 per cent profit increase compared with the previous year. The team at Tom's Kitchen also cater for Tom's Kitchen Terrace in the summer and Tom's Kitchen Skate Lounge in the winter. Other events hosted at Somerset House include Film4 Summer Screen (35,000 customers) and Summer Series with American Express (35,000 customers).

TOM'S KITCHEN AT LONDON FASHION WEEK

Tom's Kitchen Events were responsible for catering London Fashion Week at Somerset House, from models to photographers, from the British Fashion Council to major sponsors and designers along with guests, media and bloggers.

TOM'S KITCHEN
DELI

2,648
COFFEES

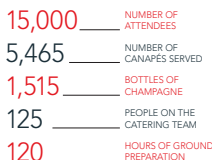


1259
SANDWICHES

VS

872
SALADS

FAST STATS



Levy Restaurants UK

LONDON
FASHION
WEEK
FEBRUARY 2014
@britishfashioncouncil

SOMERSET
HOUSE

"The working relationship we've got with Levy Restaurants is very strong," says Aikens. "There's a real transparency between us, and we completely understand one another in terms of what we're focusing on."

What is also apparent in this new

partnership is the marriage of Aikens' values with those of Levy Restaurants, championing the use of fresh seasonal British produce, creating inspiring dining spaces and nurturing future culinary talent.

"There are a lot of advantages for everyone with partnerships like these," says Westwood.

"We get to learn from the best in the industry and it raises our profile. From the chef's point of view, they get the opportunity to work in unique venues, often with a lot of heritage, such as museums and places like Somerset House. Also, it helps chefs explore avenues they might not have otherwise been able to – such as with Tom's Kitchen Deli.

"We can afford to try things, and if they work, the chefs can take that knowledge away and apply it to their own businesses."



Tom Aikens is known for his strong work ethic

“ I’ve had lots of opportunities to travel and meet different, amazing people, including Bill Clinton, who I cooked for during the World Economic Forum in Davos in 2010 ”

How does your partnership with Levy Restaurants work? Who does what?

The day-to-day running is handled through and by Levy Restaurants. We give them the raw materials in terms of the branding, the menus and the training. We have very specific, detailed manuals on everything from the service to the menus and layout of the venue. Everyone is very clear and open about what everyone else is doing.

What do you have planned for your restaurants at Somerset House?

We recently did the catering for London Fashion Week. The Terrace will be opening soon for spring/summer, and we had a menu change at the start of April. We’re also relocating the Deli at Somerset House because it’s too small. We need a bigger place.

**QUICK FIRE:
TOM AIKENS**

How has your life changed since the early days?

When you’re young you can work all the God-given hours and you don’t mind, but as you get older your priorities change. I have two little girls now, and that’s an important factor in my life. I’m not saying I don’t work just as hard as I used to, but I prioritise a bit more these days.

What are the highlights of your career?

I’ve had lots of opportunities to travel and meet different, amazing people, including Bill Clinton, who I cooked for during the World Economic Forum

in Davos in 2010. Also the Brazilian Olympic Committee when they set up home at Somerset House during the 2012 London Olympics. We had to prepare food for them with the assistance of a Brazilian chef for parties and events when they were entertaining clients. That was good.

Who’s been your biggest inspiration in the industry?

Pierre Koffmann and Joël Robuchon. They are two very different chefs. Pierre Koffmann is about hearty, gutsy, provincial Gascony cooking – it’s all about the flavour when they taste, and not so much about the presentation. Joël Robuchon is all about tiny details on a plate, identically spaced or placed. They had two different ways of cooking, plating and running a kitchen, so I learned two very different ways of working. ●

For more information please visit Levy Restaurants’ website: www.levyrestaurants.co.uk

For Levy Restaurants enquiries please contact: +44 (0)1895 554 653

For Tom’s Kitchen reservations please call: +44 (0)20 7845 4646

CREATING A STIR

From creating a new martini for the latest Bond film to serving cocktails from The Savoy's fountain, the head bartender at The Savoy's legendary American Bar tells Magali Robathan about his journey to the top

When a 21-year-old Erik Lorincz announced to his mother that he wanted to be a bartender, her response was less than enthusiastic. At the time, there wasn't a single cocktail bar in Lorincz's home country of Slovakia, and his dream was based on nothing more than a photo he'd seen of someone pouring a cocktail in *Rolling Stone* magazine.

More than a decade later, Lorincz has made his dream come true in spectacular fashion. He holds one of the industry's most respected positions – head bartender at The Savoy's legendary American Bar – and is the 2010 winner of Diageo's World Class

contest, where he beat off competition from 9,000 bartenders from around the world. He's been asked to create a cocktail to commemorate the Queen's Diamond Jubilee, has acted as a consultant on the latest Bond movie and has worked with Cartier to create a signature cocktail for the launch of its new perfume. Not bad for someone who came to the UK 10 years ago not speaking a word of English, and paid his way through language school by collecting glasses in a nightclub.

"I had a vision, and I'm a person who loves a challenge," he says. "Until it's done, I'm not satisfied."

I meet Lorincz in the American Bar at The Savoy in London, where's

he's working. He certainly looks the part, with his immaculate cream suit, black tie and slicked back hair. He greets me and asks what flavours I like, before making me a Restoration Celebration – a delicious cherry-based drink that he invented for the reopening of The Savoy in 2010 following its three year, £220m refurbishment.

The Savoy is well known for inventing cocktails for important events – some of its most famous include the Moonwalk for Neil Armstrong's 1969 moon landing and Wedding Bells for Queen Elizabeth's wedding to Prince Philip. In 2012 Lorincz was asked to create a suitable cocktail for the Queen's Diamond Jubilee, and, as an



Lorincz was offered the role of head bartender at The Savoy after winning Diageo's World Class contest



In June 2012, the fountain in the Savoy Court was filled with 360 litres of Lorincz's cocktail

added challenge, to find an innovative way of serving it.

After much thought, Lorincz came up with the Diamond Jubilee Punch (Lorincz had to send the name to the Palace for approval). It contains Bombay Sapphire gin, pink grapefruit and orange shrub (a mixture of the zest and juice of the fruit and sugar), earl grey tea, almond syrup – “and, of course, champagne.”

Lorincz took the challenge of coming up with an unusual way to serve the drink very seriously, agonising about it for weeks. “I wasn’t sleeping, I was thinking about it non stop,” he says. “I was on the way to Paris, brainstorming ideas, when suddenly it came to me.”

When he returned from Paris, Lorincz asked The Savoy’s managing director Kieran MacDonald to meet him in the hotel’s lobby. Perplexed, MacDonald agreed, and became even more confused when he was led out to the hotel’s forecourt.

“I pointed at the fountain outside of the hotel’s front entrance and said, ‘that’s where we’re going to serve the

“When the party guests wanted a cocktail, they just got a cup and scooped one out of the fountain. It was incredible”

cocktail from. He thought I was crazy, but that’s what we did.”

On 3 June 2012, the Savoy Court was closed and the hotel threw a street party for 120 of its regular guests. “I worked all night to make 360 litres of the cocktail,” says Lorincz. “I finished at 8am, then went to my room for a shower, before coming back downstairs for the start of the party at 9am.” The party finished at 5pm, and Lorincz immediately started his evening shift at the bar.

So was it worth all the hard work? “The guests enjoyed themselves, had great food, and every time they wanted a cocktail, they just scooped one out of the fountain. It was incredible.”

EARLY DAYS

After graduating from hospitality school in Slovakia in 1998, Lorincz spotted an advert for a cocktail competition being held in Prague.

He attended the competition, realised he’d found his calling, and enrolled on a three month intensive bartending course in Prague to learn the trade. From there, he got a job in Slovakia’s first cocktail

bar (in Bratislava), where he stayed for three years, before deciding that if he wanted to really progress in his career, he needed to learn English.

“I came to London and had to start from zero again,” he says. “I went to the TTI language school to learn English in the day, and worked in a club collecting glasses at night.” From here, he got a job as a bartender in Attica club in Soho, then the Japanese restaurant Nozomi in Knightsbridge, before joining the Connaught in 2008.

It was when he won the title of Bartender of the Year at Diageo’s World Class competition in 2010 that doors really started opening for Lorincz.

"In many ways bartenders are like chefs, except that they use fire to combine flavours and we use ice"

The competition took place in Athens and comprised eight different challenges. These included the market challenge, in which the bartenders were given 40 euros and 50 minutes to go to the local market, choose their ingredients, and make two cocktails of their own invention from a portfolio of alcohols. "The challenge took place in the morning, so I made a Greek Bloody Mary, using local herbs and spices, and a Cherry Cobbler, using fresh cherries, dry sherry and Tanqueray No 10 gin," says Lorincz.

Other tasks included a mastery challenge, in which contestants had to choose a spirit, make a classic cocktail using it, identify different varieties of the spirit in a blind tasting, and answer questions on its history.

"The competition is a bit like Masterchef, for bartenders," he says. "In many ways bartenders are similar to chefs, except that where they use fire to combine flavours, we use ice."

"Winning that competition was life-changing. After that I was offered so many opportunities."

The biggest of these opportunities was the offer of the role of head bar-

ERIK LORINCZ IN HIS OWN WORDS

If you could sit down for a cocktail with anyone, alive or dead, who would it be?

Harry Craddock, Ernest Hemingway, Nicolas Cage, Al Pacino and Andy Garcia.

Words of advice for bartenders starting out?

You have to dedicate yourself. Have a vision and go for it.

Are there any restaurants you'd like to work with?

I'd love to work with Noma in Copenhagen. I went for lunch with my wife there, and just loved the creativity. I have lots of very creative and innovative ideas.



What's your favourite bar (apart from the American Bar)?

The Connaught. I worked there, so I know it from top to bottom. It's a really good quality bar.

What's your favourite drink?

Whatever's in my glass!

tender at The Savoy. "I didn't have to think about it for very long," he laughs. "It's a very special role; there have only been 10 head bartenders since the role was created. The Savoy has such a long-lasting legacy – it's an institution."

The first head bartender was the legendary Harry Craddock, who left America during prohibition and made his name at the American Bar. He collected numerous cocktail recipes, which were first published in *The Savoy Cocktail Book* in 1930. As we talk, Lorincz produces the original version of the book from behind the bar, and lets me leaf (very carefully) through it.

It's this sense of history that makes the American Bar at The Savoy unique,

as well as the service and a willingness on the part of the bartenders to share their extensive knowledge. Going for cocktails there is an experience, and as the bartenders mix, pour and shake the drinks, they also answer questions, give history lessons and tell anecdotes. At one point I ask Lorincz what the difference is between the various gins. With a flourish, he produces glasses from behind each different brand of gin filled with the botanicals in the drink. He asks me to smell them, and explains how the gins are made.

The opportunities for Lorincz keep on coming. Last year, he was asked to train the *Skyfall* actresses on how to act as bartenders for the film. He also created the *Skyfall*, a martini-inspired drink made from gin, vodka, aperitivo wine, Chinese plum wine, yuzu (a Japanese citrus juice) and a home-made Turkish syrup: an ingredient from each location in the film. The cocktail was served during the Royal World Premiere of *Skyfall* at the Tate Modern in London where the after-party was held. "My cocktail shakers also ended up in the movie," Lorincz says proudly. "The golden shaker in the film is from my own personal collection."

So what's next for Lorincz? When I ask what his next dream is, he goes all coy. "Some dreams you like to keep to yourself," he says.

Whatever his dream is, it's a safe bet that Lorincz is not going to rest until it comes true. ●

Skyfall Martini

25ml Ketel One Vodka
25ml Tanqueray No. TEN
15ml Cocchi Americano
10ml Plum Wine
15ml Lemon Juice
10ml Yuzu Juice
15ml Sugar Syrup

- Shake all the ingredients
- Strain into a deep champagne coupe
- Place a lump of ice into the drink and serve



Erik Lorincz's golden cocktail shaker appeared in the Bond film *Skyfall*

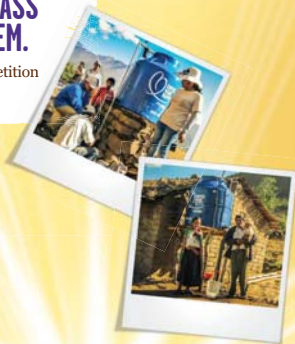
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The environmental performance of the hotel was a key consideration

GREEN HOUSE

The family behind Ecover cleaning products has spent £10.5m refurbishing its Cotswolds hotel, and is bringing the surrounding estate to life. Chief executive Andrew Grahame tells us more

When the owners of the Dormy House Hotel in the Cotswolds decided to try and turn it into one of the top leisure hotels in the country, environmental considerations were always going to be key.

Dormy House was bought in 1977 by the late Danish entrepreneur Jørgen Philip-Sørensen. It's part of a family of companies that includes green cleaning products brand Ecover, all controlled by the Philip-Sørensen family today.

"Sustainability is utterly key to the Philip-Sørensen family. They oversee Ecover and it's written into their product statement about what they are," says Andrew Grahame, chief executive of Dormy's umbrella company Farncombe Estate.

"It's also personally important to me – I worry about what I leave behind for my daughter and her family."

Grahame, who was previously managing director of Goodwood Estate

(with responsibility for the Goodwood Hotel, Golf At Goodwood, Goodwood House, The Kennels clubhouse and the motor circuit catering), was brought in to oversee a £10.5m refurbishment project at Dormy House. Of that budget, £5m was spent on updating the 17th century farmhouse, and a further £5.5m spent on creating a new spa to transform it from a four- to a five-star hotel. The spa, which was the final part of the redevelopment project, was unveiled in February.

Farncombe Estate is a 400 acre property, which is home to a family of businesses, all owned by the Philip-Sørensen family, and the Dormy House refurbishment is part of a wider project to reposition

**Chief executive
Andrew Grahame**

the estate as a luxury resort. It's also home to the Farncombe Conference Centre – which was a residential training school for security firm G4S until 2001, and which now offers a wide range of leisure courses – as well as Foxhill Manor, a private use country manor opening to the public in April after a major refurbishment.

"When the estate was home to G4S, it was all behind barriers and was a place you stayed away from," says Grahame. "Now we've got a great hotel and spa, an exclusive use venue, an amazing programme of courses at our conference centre, and our guests have the use of the adjoining Broadway Golf Club."

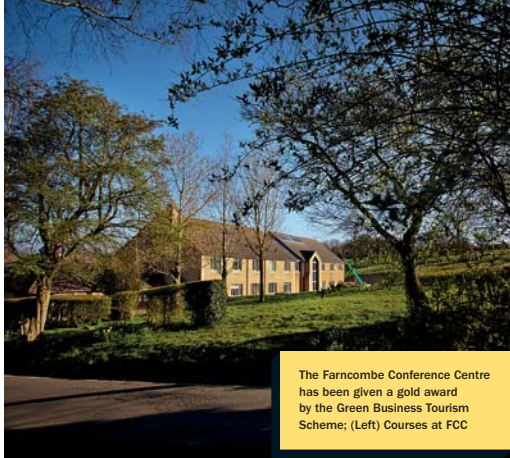
We're speaking to music promoters about putting on music events here, we're looking at bringing the Street Luge Championships to Farncombe, and





(Above) The bubble bath hydro pool; (Below) The interiors mix contemporary design with traditional materials





The Farncombe Conference Centre has been given a gold award by the Green Business Tourism Scheme; (Left) Courses at FCC

We weren't hung up on finding staff with years of experience, we just wanted people with the right attitude. Our staff's openness to doing things differently sets us apart

we've got plans to create some three-houses to be used as self catering accommodation. We're trying to bring the estate to life."

Sustainability and ecological responsibility are important right across the estate. Farncombe Conference Centre – which offers conference facilities and runs courses for the public on subjects ranging from bee-keeping to photography – has been given a gold award in the Green Tourism Business Scheme (the world's largest green accreditation scheme). It uses Ecover cleaning products and toilettries throughout its 11 meeting rooms and 89 bedrooms and the water provided for delegates is all bottled on site and the glass bottles are reused. In the recently completed £3.5m, 32 bed accommodation wing, water is

heated by solar power, the bedrooms are heated using a ground source heat pump which exchanges heat from an adjacent field and a 28,000 gallon on-site reservoir provides grey water for the showers and toilets.

A woodland management scheme is in place across the estate to protect the environment and its wildlife – it has a nature trail and a lake, and is home to wildlife including foxes, badgers and 64 native deer. More than 19,000 new trees have also been planted on the estate over the past three years, as part of an ongoing programme.

DORMY HOUSE

The transformation of Dormy House from a four to a five star hotel has involved a £5m renovation of the 17th century Cotswold farmhouse by interior designer Todhunter Earle, new landscaping and the addition of a brand new £5.5m spa.

The hotel features 40 guestrooms and suites, which are all individually styled and mix original features such as flagstone flooring and oak panelled beams with a more contemporary design. There is also a subtle Scandinavian influence, referencing the Philip-Sørensen family's Danish

heritage. It now features two restaurants – The Garden Room and the Potting Shed – a rustic bar/restaurant serving hearty British food – both run by upcoming chef Jon Ingram.

The hotel has been given a silver award by the Green Tourism Business Scheme, and Grahame has his sights set on achieving a gold award in the future. "We've got the attitude and the investment, it's just a question of identifying exactly what we need to do once we've completed all our other projects across the estate," he says.

LED lights have been used throughout the hotel, all of the bedroom wings are carbon neutral and rainwater harvesting is used and new trees planted to offset carbon emissions. New building management system controls are in place to minimise energy use, and the existing boilers have been replaced with new high-efficiency, fully modulating boilers.

HOUSE SPA

The House Spa is a calming space featuring six treatment rooms, including a double treatment suite and Rasul mud room. At the heart of the spa is the Greenhouse spa lounge, which looks out onto a terrace and the

ECOVER
POWERED BY NATURE

The Farncombe Conference Centre uses Ecover products in its bathrooms and for all of its cleaning



(Above) The spa features a 16m infinity pool, which looks out onto the hydropool; (Below) Relaxing on the spa terrace

Cotswolds views beyond. Downstairs is a 16m infinity pool and a thermal suite with a salt infusion steamroom, lavender sauna, juniper Finnish sauna, drench showers and ice chute. The spa also features a spa terrace and garden hydro pool and a personal training studio and a separate cardio gym, as well as a champagne nail bar partnered by Veuve Clicquot.

London-based spa designers and architects Sparcstudio were responsible for the spa interiors and according to director Beverly Bayes there were several influencing factors.

"We wanted to create a spa that reflected the personality of the hotel, which is very warm and welcoming," she says. "The location and history of the building were also important, and have been showcased using natural elements from the area including Cotswold stone and local lavender."

In the spa, both pools have eco LED lights and electronically controlled water systems to make sure they don't use more water than they need to. The thermal suite area has extractors that transfer the heat generated back into the air handling unit to recover it, and heat recovery ventilation systems are used throughout the spa. The filtration



systems on the pool and hydropool use eco glass, which lasts longer than traditional media and results in less waste water through backwashing. UV systems are used to clean the pool water, cutting down on the amount of chemicals used and one tree is planted for

every order of paper cups placed.

The main aims of introducing a destination spa were to strengthen the hotel's position as a leisure destination, and bring in new guests.

"When we decided to renovate the hotel, we decided to position it as

SPARCSTUDIO

Interior design and architectural practice Sparcstudio was established in 2009 by directors Beverley Bayes, Neil Fairplay and Tom Howell. The designers focus on creating four and five star spas and wellness and hotel facilities, with UK clients including Calcot Manor Spa, Pennyhill Park Spa and Center Parcs Woburn (exclusive spa accommodation and Aqua Sana spa). "It's not just about aesthetics, although of course we always look to create something beautiful and unique; it's all about ensuring

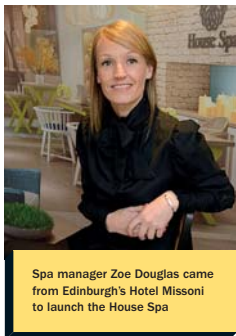
it actually works in practice," says Bayes. "Spas are really tricky environments to maintain if you don't detail properly. Paying really close attention to detail is what we're about and is essential to delivering a great spa experience." Bayes, Fairplay and Howell formed the specialist spa and wellness team at Corporate Edge before being acquired by the Irish design studio Douglas Wallace. They launched Sparcstudio after the company went into receivership. "It was the best thing that ever happened to us," says Bayes.



(Left to right): Neil Fairplay, Tom Howell, Beverley Bayes
(Below) The Sparcstudio-designed House Spa



a leisure hotel, so the spa was key," says Grahame. "Spas create mid-week business, so of course that's another important commercial driver." According to Grahame and spa manager Zoe Douglas, the spa is already attracting a new – and very spa-savvy – clientele, with people coming to try it and then staying on at the hotel. Spa consultants Neil Howard and Beverley Casely-Hayford of Howard Spa Consulting were brought in, working alongside Sparcstudio to develop the operational side of the offer. Their role included input into the layouts and facilities to be incorporated, feasibility studies and a SWOT analysis and overseeing the training. Howard also introduced the concept of the thermal suite (which was designed and detailed by Sparcstudio) and was responsible for introducing the idea of a spa membership and giving every member 50 personal training sessions a year as part of their package. Several things set the hotel and businesses apart, says Grahame. "Being family owned is one of its USPs – the family live locally and are passionate about their businesses." The staff are all local, and have been hired for their attitude and interpersonal skills rather than their experience. "We weren't hung up on finding people with years of experience, we just



Spa manager Zoe Douglas came from Edinburgh's Hotel Missoni to launch the House Spa

wanted people with the right attitude. That puts pressure on managers to train people, because you end up with an influx of 37 rookies, but it's our staff's attitude and openness to doing things differently that sets us apart." As an example, Grahame tells the story of a guest who was having dinner in the Potting Shed restaurant, and remarked to their companion that he wished he wasn't driving so that they could have another bottle of wine. "A member of staff overheard, bought them the second bottle, and drove them home herself," says Grahame.

"They didn't do it to get noticed – I only found out months later, because the person they'd driven home happened to know the Philip-Sørensen family. It's just the way they are." Looking ahead, the next focus is on completing the refurbishment of Foxhill Manor, which opens in late April. The Grade II listed building will offer eight bedrooms, a boardroom, a private dining room and a media room. Grahame and his team are also looking at hosting a range of events on the estate ranging from the Street Luge Championships (they're in talks with the event organisers) to concerts, wine evenings and literary lunches. For now, Grahame is content to bask in his pride at the newly refurbished hotel. He's sure that the late Jørgen Philip-Sørensen (known affectionately as JPS) would have approved. "When JPS first bought the hotel, the staff asked him what he wanted it to be. A couple of weeks later he gathered the hotel team and said, 'I've got it'. Everyone sat waiting, totally focused on what he was about to say. He stood in front of them and said, 'I want a hotel that hugs you'. They were all waiting for the next part, but that was it. That's what he wanted. "It sounds a bit corny, but I think the hotel does that. The values that JPS instilled back then still exist today." ●

A woman with long, dark, wet hair is looking upwards and to the left, holding a small amount of water in her cupped hands. She is standing in front of a waterfall, with water cascading down. The background is lush green foliage. The overall mood is serene and natural.

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THE HIGH LIFE

From Armani to Versace, luxury brands are taking the leisure market by storm. We round up a few of their high end offers

For luxury goods companies looking to extend their brands, going into leisure is a logical step. Opening a branded hotel, spa or club is a great way to showcase their brands to new audiences, and offer existing customers a lifestyle beyond their products.

We take a look at some of the most exclusive offers to date – plus one that didn't work out quite so well.

Baccarat

Luxury crystal glassware manufacturer Baccarat is the latest high end brand to enter the hotel and resorts market, with its first Baccarat Hotel due to open in New York later this year.

Baccarat dates back to 1764, when King Louis XV authorised the Bishop of Metz to set up a glassworks in the French village of Baccarat. Since then, the company has been commissioned by international royalty, including King Louis XVIII, King Charles X and the Russian Court, and has collaborated with contemporary designers including Philippe Starck to update its pieces. It was bought by investment firm Starwood Capital in 2005.

The Baccarat Hotel & Residences New York is located across the street from the Museum of Modern Art on 53rd Street and 5th Avenue. The 50-storey tower was designed for Baccarat by architects Skidmore, Owings and Merrill, and houses 114 hotel rooms and 60 private residences designed by Tony Ing Rao.

The hotel will feature a Baccarat Spa, designed by Swedish-based consultancy Reason d'Etre, plus a signature restaurant, a standalone 'Crystal Bar' and a fitness centre.



Owners of the Baccarat Residences will have access to all of the hotel's amenities and services

The Baccarat Hotel Rabat in Morocco is due to open in 2016. It will offer 135 guest rooms within an 'urban resort' featuring a ballroom, a B Bar, a speciality restaurant and an all day dining restaurant, a tea lounge, a spa, a swimming pool with a pool-side bar, retail and chocolate shops.

Kilo architects are responsible for the architecture, while Anouska Hempel Design has designed the interiors.

Rabat's Baccarat-branded spa will feature three Moroccan hammams, eight single treatment rooms, two VIP treatment rooms, an alchemy area, an indoor and outdoor pool, a beauty and hair salon and fitness and yoga studios.

A further Baccarat Hotel & Residences is due to open within the Dubai Pearl in Dubai in 2016. It will feature 357 rooms and suites, a swimming pool and a rooftop restaurant.



The five star Palazzo Versace in Australia is suitably opulent

Versace

The Italian fashion house opened its first Versace hotel, the Palazzo Versace, on Australia's Gold Coast in September 2000, claiming to be the world's first fashion-branded hotel. It was a collaboration between Gianni Versace and Australian development company the Sunland Group.

The luxury five star hotel is popular with celebrities, with U2, the Rolling Stones and Sir Anthony Hopkins among its guests, and is used for the UK series of *I'm a Celebrity Get Me Out of Here* (the celebrities stay there when they leave the jungle).

It has 200 rooms and suites, 72 condominiums, an Aurora Spa Retreat, a

Only time will tell whether
2014 will be the year we
finally see the Palazzo
Versace Dubai open

private marina, a fitness and wellbeing centre, three restaurants and a 65m outdoor lagoon pool with a sandy beach.

Palazzo Versace Dubai was launched in 2006 by Emirates Sunland Group. It was originally due to open in 2009, but was delayed several times. In 2011, Enshaa Services Group took control of the project in a swap deal that saw the Emirates Sunland Group take full

ownership of the Gold Coast Versace hotel (it was previously part owner of the Australian hotel). In March 2012, Enshaa said it would open the hotel by the end of 2013, but in May 2013 Versace CEO Gian Giacomo Ferraris announced that the opening had been pushed back to the end of 2014.

According to the developer, the hotel is on track to open later this year – the website features detailed construction updates, and it does look as though things are progressing. Only time will tell whether 2014 will be the year we finally see the long-awaited property open its doors.

The hotel will feature 215 suites, 168 condominiums, a range of restaurants and a Palazzo Versace Spa.

Cavalli

The Cavalli Restaurant & Lounge – the latest venue from Italian designer Roberto Cavalli – opened in Miami's South Beach in December 2013. The club represents Cavalli's 'entertainment and nightlife' concept, and features an Italian restaurant on the ground floor and a first floor cocktail lounge.

The venue was designed by Roberto Cavalli together with Milanese architect

Italo Rota (whose other work includes the renovation of Paris's Musée D'Orsay). It's a showcase for Cavalli's flamboyant designs, with chairs covered in the designer's signature animal print and pillows, wall coverings and floor designs all taken directly from the Roberto Cavalli home collection.

Cavalli made his first foray into leisure in 2002, when he opened the Cavalli Caffè Giacosa in Florence, followed by a Just Cavalli café in Milan in 2003.

The Cavalli Club Dubai opened in 2009, the result of a collaboration between Roberto Cavalli and the Pragma Group. In December 2010, the two parties announced the signing of a new license agreement for the opening of five new Cavalli Clubs and 15 Cavalli Caffes worldwide. Since then they've opened Cavalli Caffes in New Delhi and Beirut (in January 2013), and two further cafés in St Tropez and Kuwait City in June 2013.

Armani

Armani Hotels & Resorts was established in 2005 under an agreement between Italian fashion designer Giorgio Armani and property developer Emaar Properties.

The first hotel, the Armani Hotel Dubai, opened in the world's tallest building, the Burj Khalifa, in April 2010. The 160 room hotel occupies 10 levels of the 160 storey building, and features seven restaurants and lounges including a Japanese, an Indian and an Italian restaurant, as well as an Armani spa.

For those who want to live the Armani lifestyle full time, 144 luxury residential apartments sit alongside the hotel, all designed by Giorgio Armani and all kitted out with furnishings and products from the Armani/Casa home furnishings range.

The second Armani hotel opened in the designer's home town of Milan



Giorgio Armani chose his home town of Milan for the opening of the second Armani Hotel

in November 2011. The Armani Hotel Milano has 95 rooms and an Armani/Ristorante on the seventh floor, offering views across the city. It also features an Armani/Nobu restaurant, an Armani/Lounge and an Armani/Spa with six treatment rooms, a couples' suite, a fitness room and a pool.

Back in 2010, Emaar announced that it was planning to build a third Armani Hotel, but when contacted, a spokesperson said they couldn't comment on the expansion of the brand.

For those who want to live the Armani lifestyle full time, luxury apartments sit next to the hotel



Bulgari

In 2001, Italian jeweller Bulgari teamed up with Luxury Group (the luxury division of Marriott International) to launch Bulgari Hotels & Resorts.

The first Bulgari Hotel opened in Milan in 2004, in a renovated 18th century Milanese palazzo. It has 58 rooms and suites, an Italian restaurant, a bar, a lounge and a private garden. It also features a fitness centre and the Bulgari Hotel Milan Spa offering ESPA treatments, with five treatment rooms, a gold-tiled pool and a hammam.

This was followed in 2006 by the Bulgari Resort in Bali, which features 59 villas, two restaurants, a bar, a Bulgari Spa, a cliff edge pool, a fitness centre and a Bulgari store.

French luxury giant LVMH acquired Bulgari in 2011, making it the owner of Bulgari Hotels & Resorts. In 2012, the Bulgari Hotel opened in London, joining the ranks of London's most



▲ The Bulgari Resort in Bali has its own private beach

expensive five star hotels. It features 85 rooms and suites, a bar, a restaurant and a lounge, a private screening room, a ballroom and a business centre. It also features the 2,000 sq m, two-storey Bulgari Spa with 11 treatment rooms, a private spa suite for two and a 25m mosaic tiled pool.

A 120 room hotel is scheduled to open in Shanghai in 2015, on the top 12 floors of a 40 storey building designed by Foster+Partners. It will feature a 2,000sq m spa with an indoor swimming pool and is part of an agreement between Bulgari and Chinese developer the OCT Group.



Missoni

The partnerships between luxury brands and traditional operators don't always work out, as the experience of the Missoni Hotels shows.

The first Hotel Missoni launched in Edinburgh in late 2009, the result of a partnership between the Italian fashion label and the Rezidor Hotel Group. The second followed a year later in Kuwait – both were designed by Missoni co-founder Rosita Missoni and feature the instantly recognisable Missoni zigzag prints.

The partnerships between luxury brands and traditional operators don't always work out

In February 2014, however, it was announced that Rezidor and Missoni had agreed to terminate the licence agreement for the development and operation of the brand Hotel Missoni by mutual consent. The two existing hotels

will stop using the Missoni name by June 30, but will continue to be part of the Rezidor portfolio. Plans for further Missoni Hotels in Oman, Turkey, Brazil and Qatar will no longer go ahead.

The Missoni Hotel in Edinburgh will be rebranded as a boutique property.

"This decision is in line with our long-term strategy and focus on our core brands Radisson Blu and Park Inn by Radisson," said Wolfgang M. Neumann, president & CEO officer of Rezidor. "We'd like to thank Missoni for their trust in our group and the close cooperation over the past years."

Dior

The Dior Institut opened in the historic Hotel Plaza Athénée in Paris in 2008, following a long association between the hotel and Christian Dior. The Maison Dior opened on the same street as the hotel in 1947, and the French designer was a big fan, taking his best clients there for lunch and using it as a location to photograph models in his creations.

The Dior Institut launched in 2008, with five treatment rooms, including a couples' suite, a fitness centre, sauna and steamroom. The design is pale, calming

and luxurious, and echoes the design of the Dior stores, with lots of whites accented with hints of pale pink and grey.

The Hotel Plaza Athénée – and the Dior Institut – is currently closed for restoration work, and is due to reopen in May this year.

In 2011, a Dior Institut opened in the Es Saadi Palace Spa hotel in Marrakech in 2011. The Dior Institut has its own reception area, two treatment rooms, a make up studio and an outdoor terrace. It offers a range of treatments, with a focus on anti-ageing care, as well as make up lessons and beauty makeovers.



SERVING GREEN

Major sports events are increasingly investing in reducing their carbon footprints and making themselves more environmentally friendly.

The US Open tennis tournament is one of the events to have earned a reputation as a green pioneer. Tom Walker investigates

Our courts may be blue, but we're thinking green: that's the environmental pledge of the United States Tennis Association (USTA), the national governing body for tennis, which hosts more than 700,000 fans each year during the two weeks of the US Open at The Billie Jean King National Tennis Center in New York.

A grand venue for a Grand Slam, the complex houses a total of 22 courts across 46.5 acres and has been home to the US Open every September since 1978. The centre's three main courts are among the largest tennis stadia in the world, with the main arena – the Arthur Ashe Stadium – boasting a capacity of 23,200.

The green thinking pledge was formulated in 2008 as part of USTA's efforts to implement more environmentally-sound practices at the US Open. The reasons behind the strategy were manifold, but at its heart were two key issues – the need to match spectators' increasing expectations of seeing green initiatives in practice and the need to cut energy costs.

Since its launch, the green initiative has resulted in more than 850 tons of waste being diverted through recycling and composting; saved more than 1,100 tons of greenhouse gas emissions; offset enough electricity to power 600 homes for one year; recycled almost 1.5 million plastic bottles; and delivered a campaign to reduce

private transport so that most of the fans now arrive using public transport.

USTA has increased and diversified its green initiatives each year since 2008 and this year the governing body came up with a record number of new schemes. Among the fresh projects were the creation of compost from waste collected in 2012, which was used to feed plants at the 2013 tournament. There were also measures designed to influence fan behaviour. Working together with the Natural Resources Defense Council (NRDC), USTA put together a 30-second public service announcement entitled 'Impact' – broadcast regularly during the event – encouraging fans to reduce their paper, water, and energy



Rafael Nadal and
Novak Djokovic
playing at the
center in New York



The complex has 22 courts and has hosted the US Open since 1978

Recycling & composting

- There are fan waste recycling programmes in place with recycling and compost receptacles throughout the USTA Billie Jean King National Tennis Center.
- All tennis balls used during the matches and player practices are collected to reuse in USTA tennis programmes and donated

to various community and youth organisations throughout the US.

- From the kitchens at the US Open, more than 12,000 gallons of food grease will be converted into biodiesel fuel.
- More than 180 tons of food and compostable plates, utensils and napkins will be collected to be turned into compost for landscape and farming uses.

Paper Procurement

- The 2.4m napkins in the general concession area are comprised of 100 per cent recycled material
- All US Open-related printed materials (media guides, marketing collateral and the Daily Drawsheet) were composed of at least 30 per cent post-consumer waste
- US Open tickets are printed on paper comprised of 30 per cent post-consumer waste, and parking books, parking visors and coupon books are printed on paper comprised of 10-15 per cent post-consumer waste.
- The paper towel dispensers located throughout the spectator areas have been replaced with motion-sensor dispensers.

use in order to lessen the collective impact on the environment.

WORKING TOGETHER

As well as the partnership with the NRDC, USTA has teamed up with other organisations as part of its green strategy. In 2012, it joined the Green Sports Alliance, an organisation of sports teams, venues and leagues aimed at enhancing the environmental evolution of professional and collegiate sports. That co-operation led to the US Open becoming a part of the third annual Green Sports Alliances Summit held in New York. The summit saw 500 industry professionals, all with roles in sustainability, visit the US Open. The USTA also hosted delegates for a behind-the-scenes tour of

its work to lessen the event's impact on the environment.

Gordon Smith, USTA executive director and chief operating officer, said:

"Our commitment to reducing our environmental impact is an important endeavour and we are continually seeking ways to enhance our greening efforts. With the comprehensive ecological programme we've established at the US Open, we hope to foster environmental progress and inspire fans to create a positive change."

The tennis legend whose name the stadium carries is an enthusiastic supporter of the green initiative. "To solve the serious environmental problems facing our planet, we need to shift our culture toward more sustainable practices," Billie Jean King says.

"Sports are hugely influential and can play a significant role in causing a ripple effect of enormous proportions, encouraging industries and consumers to improve the choices they make. I'm proud to have helped launch the greening of the US Open and the USTA Billie Jean King National Tennis Center with NRDC and I applaud they work they're doing to green professional sports." ●

Leisure sector management

Focusing on best practice

The last few years have been tough for owners and operators in the leisure sector. Protection & Management 2014 offers help and advice

Many people who previously wouldn't have thought twice about spending a decent proportion of their income on travel and tourism, sporting events, concerts, or going to the theatre or gym, have opted to rein in spending on leisure.

Back in 2011, statistics suggested that the value of the UK leisure market was something in the region of £66bn, down £4bn on 2007. In the years since 2007, the effects of the economic downturn and the government's austerity measures have begun to bite, affecting leisure spending.

The leisure sector employs just shy of two million people in the UK – 10 per cent of the total employed population. In a fiscally difficult climate, there's increasing pressure on leisure sector managers to deliver if that figure is to be maintained and any company profits grown.



Those same managers must demonstrate an attention to quality, innovation and value for money.

Brand and reputation are now arguably more important than at any time in the past and, if effective and fast returns are to be made on often substantial cash investments from owners, rapid and seamless delivery is very much the name of the leisure game.

Security, health and safety and fire prevention

In equal measure, leisure environments must be seen to be inviting, safe, secure, clean and eco-friendly. These are the qualities that engage and attract a positive attitude from

individuals and groups of potential corporate business clients.

Leisure sector managers play a major role in these deliverables, tasked as they often are with procuring security, monitoring health and safety issues and making sure that everything's in place when it comes to fire prevention and protection.

Security provision for venues will inevitably focus on CCTV, access control and intruder alarms. In the surveillance space, we've seen a move from analogue to digital cameras and, of late, the introduction of a new Surveillance Camera Code of Practice.

Access control solutions have also proceeded apace, with the advent of multi-function cards and the continual development of biometric systems.

Given the rather litigious nature of today's society, venue managers must always be abreast of health and safety. Slip and fall injury claims have burgeoned, for example, but the right



Protection and Management 2014 will feature new products and technologies, as well as a conference and forum programme



The IFSEC Academy is an education programme, focusing on the key issues faced by the security industry

CCTV in the right places will capture any bogus episodes (and save the host business money).

In terms of fire safety, what action ought to be taken on discovery of a fire outbreak? Are there regularly practised evacuation procedures in place? Is there an appointed assembly area for staff away from the building? Have members of the team been taught how to interpret information displayed on the fire alarm panels? How should fire-fighting equipment be selected and, ultimately, deployed?

There's also an ongoing need to keep false security and fire alarm scenarios to a minimum, but what are the best ways of doing so?

System solutions, education, networking

The good news for leisure sector managers seeking best practice advice and information on the latest system solutions is that, in just a few months'

Register now to attend
**Protection & Management
2014 by visiting**
www.ifsec.co.uk/leisure

time, they can find everything they need under one roof.

Protection and Management 2014 runs at London's ExCeL Exhibition and Conference Centre between 17 and 19 June 2014. Collectively, Protection and Management 2014 attracts 45,000 visitors and more than 1,600 exhibitors.

Featuring numerous co-located exhibitions – among them IFSEC International, FIREX International, Safety and Health Expo, Facilities Show, Energy and Environment Expo and Service Management Expo – there are also dedicated Education Academies offering an unrivalled conference and forum programme.

Supported by – among others – the BSIA, ADS, ASIS and The Security Institute, IFSEC International focuses on all aspects of security, encompassing video surveillance, intruder detection, access control, integrated solutions, the key-critical subject of IT and cyber security, perimeter protection and physical security.

At FIREX International, more than 170 providers will showcase the latest technology in fire detection and prevention. UBM works closely with key stakeholders in the fire safety arena, including the Fire Industry Association, the Association of Specialist Fire Protection, the Fire Protection Association and the Loss Prevention Certification Board.

In addition, the Facilities Show is the only Facilities Management exhibition in the UK that's supported by the British Institute of Facilities Management Series. It offers networking and education opportunities. ●

Make buildings work better at Energy & Environment Expo

Taking place from 17 – 19 June at ExCeL London, the Energy & Environment Expo is part of Protection & Management 2014 and can help operators wanting to cut back on their energy use

Energy efficiency is a vital issue for premises and facilities owners and operators. Cutting back on energy use reduces costs for the host business; if energy savings can actively offset any financial outlay on energy efficient technologies then so much the better.

In recent years, systems developers in the security, fire prevention/protection, facility management, health and safety and energy sectors have produced myriad green solutions. So where should leisure sector professionals go to find out about the latest products and technologies aimed at helping them cut back on their energy use?

HELP AND ADVICE

Energy & Environment Expo – a major event in the green calendar and London's largest exhibition of its kind – represents an opportunity to get the full story. The trade show features a line-up of leading energy sector speakers and exhibitors. Organiser UBM Live – which also runs other events including EcoBuild – has commissioned extensive independent sector research to help shape the overall theme of the show – Making Buildings Work Better.

UBM Live will also be hosting the Department of Energy and Climate Change (DECC)'s Renewable Heating Initiative (RHI) Roadshow event, as part of the exhibition. Top-level speakers from DECC, Ofgem and MCS (Microgeneration Certification Scheme) are lined up with five hours



The Energy & Environment Expo addresses critical issues for operators



Dates: 17-19 June 2014

Location: ExCeL London, UK

Times: Tue 17 June 10:00 – 17:00

Wed 18 June 10:00 – 18:30

Thursday 19 June 10:00 – 16:00

Register: www.energy-enviro-expo.com/leisure

of seminars and debates at the RHI Roadshow stand.

FIND OUT MORE

Organised by UBM Live, Protection & Management 2014 takes place at ExCeL London from 17-19 June 2014.

Attracting more than 45,000 visitors and 1,600 exhibitors, Protection & Management 2014 features IFSEC International, FIREX International, Safety and Health Expo, Facilities Show, Energy & Environment Expo and Service Management Expo.

Dedicated Educational Academies offer conference and forum programmes with thought leadership sessions from key industry figures.

Supported by – among others – the BSIA, ADS, ASIS and The Security Institute, IFSEC International focuses

on all aspects of security, encompassing video surveillance, intruder detection, access control, integrated solutions, IT and cyber security, perimeter protection and physical security.

At FIREX International, more than 170 providers will showcase the latest technology in fire detection and prevention. The show works closely with key stakeholders in the fire safety arena, including the Fire Industry Association (FIA), the Association of Specialist Fire Protection (ASFP), the Fire Protection Association (FPA) and the Loss Prevention Certification Board (LPCB).

Facilities Show is supported by the British Institute of Facilities Management. Like its counterpart in Protection & Management 2014, the show offers high level networking and education opportunities. ●

Register now to attend
Protection & Management
2014 by visiting

www.energy-enviro-expo.com/leisure



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Completing the circle



Almost 50 years after the first visitor facilities appeared at Stonehenge, and more than a decade after the site's presentation was called 'a national disgrace', a new £27m visitor scheme is hoping to silence the critics. Julie Cramer finds out more



Loraine Knowles

Director of Stonehenge

The Stonehenge site has sparked much controversy in the past. How does it feel to have reached this point?

It's been a long, challenging project but we're thrilled with the results. Ever since English Heritage (EH) formed in 1984, it's wanted to improve the Stonehenge visitor experience. The Public Accounts Committee once called it "a national disgrace" and I'd have to agree with them.

I first went to Stonehenge as a student in the 70s, and it was the first site I visited after joining EH in 2003. I'd been working on exciting developments in the museums sector, and couldn't believe nothing had changed there.

I didn't appreciate why nothing had changed, but having headed up the project for the past five years, I now know the challenges involved!

What were the key challenges for EH?

The first challenge we faced was finding a location within the World Heritage Site that all the stakeholders



could agree on. That took from July 2008 to January 2009.

We needed to build something that was going to be a positive addition to the World Heritage Site, without it having any adverse visual or environmental impact. Our brief was always to build something that could be reversed if it needed to be. We were conscious when we started the project that we might find precious archaeological remains once building started. Actually we didn't, but we still proceeded to build in this way.

The proximity of the roads around Stonehenge has also been a major problem hasn't it?

Yes, the A344 cut through the site. When Stonehenge and Avebury were put on World Heritage Site register in

1986, the government said it would close that road – that finally happened in June 2013.

It took so long because it was a fundamental part of all the schemes put forward since 1986 that didn't proceed. When the Airman's Corner scheme got planning permission we still had to apply for a Stopping Up order for the road, which went to a public inquiry. We still have the A303 running very close, but that's had a whisper surface applied to it and it's now noticeably quieter.

How has the project been funded?

The £27m Stonehenge Environmental Improvements Programme is the largest capital project ever undertaken by English Heritage. The project has been financed almost entirely by

The centre sets out to offer the latest knowledge on Stonehenge: what it is, why it's there, who built it

Heritage Lottery Fund money (£10m), English Heritage commercial income and philanthropic donations including significant gifts from the Garfield Weston Foundation, the Linbury Trust and the Wolfson Foundation.

What does the centre replace?

The visitor facilities at the Stone Circle dated back to 1968 and were totally inadequate for what's expected of a visitor attraction today.

They consisted of a basic concrete building housing a shop and catering unit, and various Portakabins for staff facilities and toilets.



Greener fields

The building is sensitively designed to sit lightly in its surroundings and could, if necessary, be removed leaving relatively little permanent impact on the landscape.

This was achieved by constructing it on a concrete raft, which in turn sits on

an area of 'fill' with minimal cutting into the soil. The construction used slender steel columns, lightweight framed walls and semi-external spaces – allowing the foundation depths to be minimised. The building has a high

BREEAM rating (the industry standard assessment system for sustainable building design and construction), and is designed to maximise energy efficiency, minimise carbon emissions and pollution, and reduce water consumption.

Features include: An open loop ground source heating system; mixed-mode ventilation – the building will be naturally ventilated if external conditions allow; and 'grey water' will be used for the bulk of water required at the visitor centre.

- Although all these facilities were down in a dip, if you approached the site from the north or west they jarred against the landscape.

As we did an overnight switch to the new centre in December 2013, these facilities had to remain in place, but over the next six months they'll be dismantled. By the summer, Stonehenge will once again be standing alone in its natural grassland.

What can visitors expect from the new centre?

We've conceived the building as literally a stopping off point on the way to the Stones, which now lie 2km away. It's all about getting people to the Stones and vastly improving their understanding and experience of them and the surrounding landscape, which contains an extraordinary number of prehistoric monuments.

How does the centre improve visitors' understanding of the Stones?

We now have an interpretative exhibition about Stonehenge that people can visit either before or after they see the Stone Circle, or both.

We will also be displaying Stonehenge artefacts, such as some of the tools used to build the monument – on loan from nearby museums – at the site for the first time.



Some of the artefacts on display at the centre have been loaned to English Heritage by other museums

People visit Stonehenge with some basic questions about the Stones. How will you answer them?

We're setting out the latest knowledge in response to questions about who built the Stones and how they were built. We don't have all the answers but there's ongoing research about Stonehenge and we engaged a number of leading academics to help us tell the story. Some of those archae-

ologists are featured in the exhibition itself, talking about the various theories surrounding the ancient site.

Do you expect dwell times to increase?

Visitors previously spent around 45 minutes to an hour at the site, and we expect that to increase to around two hours. That time could even be extended further when the weather is good, as visitors now have the option to either walk all the way to the Stones, or to start from a National Trust viewing point and walk the final kilometre to them, passing other key ancient monuments on the way. ►



TIMELINE: THE LONG ROAD TO A 'NEW' STONEHENGE

1930

The photograph (above) shows the approach along the A303 (with the A344 to the right) in about 1930

1968

First facilities, car park and pedestrian underpass built

1979

Dept of Environment sets up Stonehenge working party to look into future management of the site

1984

English Heritage (EH) established - chair Lord Montagu pledges to "find and implement a permanent solution"

1986

Stonehenge and Avebury put on UNESCO's World Heritage Site List. Includes commitment by UK government to close the A344

1991

EH submits outline planning application for a visitor centre at Larkhill, which is refused

1992

EH launches design competition for a new visitor centre, and submits a planning application of a design by Ted Cullinan. Later withdrawn.

1993

Presentation of Stonehenge described as "a national disgrace" by the National Audit Office and Public Accounts Committee

1996

EH submits bid to Millennium Commission for a Stonehenge Millennium Park, but bid is turned down

1998

EH chair, Sir Jocelyn Stevens, makes another EH attempt at launching a Stonehenge Master Plan, including plans for a 2km cut-and-cover tunnel for the A303 and visitor centre at Countess East

2000 - 2003

Under chair Sir Neil Cossons, EH pushes forward a scheme at Countess East and improvements to the A303 involving a bored tunnel.

2004

After a public inquiry, Dept of Transport announces A303 tunnel will be adopted

2004

Planning application submitted for a new, semi-subterranean visitor centre at Countess. Planning permission granted in March 2007



DEC 2007

Government announces cancellation of A303 tunnel scheme meaning visitor centre scheme must also be abandoned

JAN 2008

Government asks EH to draw up a new scheme

OCT 2009

EH submits planning application for a visitor centre at Airman's Corner. Permission granted in June 2010

JAN 2012

All road orders to close the A344 granted

JULY 2012

Work on the new visitor centre begins

JUNE 2013

Work to decommission the A344 starts

DEC 2013

New visitor centre opens

JAN 2014

Existing car park and facilities start to be removed

JUNE 2014

Landscape near Stonehenge will be restored; project completed



Forensic artist Oscar Nilsson has recreated the face of an early Neolithic man (above). This is one of 250 artefacts on display



Alisdair Hinshelwood

Director, Haley Sharpe Design, visitor centre designers

How did Haley Sharpe Design come to be involved in the Stonehenge project?

Through a competitive tender issued by English Heritage (EH) in 2009.

What was your brief?

To work with EH to find ways to express the importance of Stonehenge in its wider historical, cultural and landscape context, and to create a step-change in the way in which visitors experience this significant World Heritage Site.

How have you told the Stonehenge story?

We've recreated past landscapes through virtual technology, presented differing perspectives on the meaning of the Stones, and brought real archaeological objects back to the site that express human presence during the prehistoric period, when Stonehenge was of most importance to our ancestors.

What are the most striking features of the centre?

One of its most compelling features is the 360-degree interactive theatre. Everybody wants to stand in the middle of the Stones, but clearly because of the problems with erosion, it's never been possible for all visitors. Through technology, visitors are now able to do this realistically in the digital theatre.

EH commissioned a digital scan of the Stones some years ago – showing them in minute detail –



so we had a valuable, ready-made asset when we appointed the software company Centre Screen to develop AV for the theatre. Visitors can now travel back in time to experience three key periods of human activity at Stonehenge.

How long does the experience take?

It's been designed so that visitors don't have to go through the centre at all – they can choose to go directly to the Stones.

Once they're at the centre, our brief was to create a space where the key messages of Stonehenge could be distilled into a 15-minute experience – simply to manage the volume of people who visit each year. So we had to simplify messages and make them high impact.

What were the main challenges?

Dealing with the conditioning requirements in a BREEM-rated building and planning a narrative that delivered the key messages within the context of the visitor profile and numbers.

Will visitors see any 'firsts'?

It's the first time that prehistoric objects from Stonehenge and the surrounding landscape have been displayed in the World Heritage Site.

There's a huge amount of satisfaction in bringing these items (on loan from museums in Salisbury and Wiltshire) back to where they were left thousands of years ago.

► Do you expect numbers to increase?

It's never been an objective to increase visitor numbers, due to the sensitivity of the site. Plus we've been limited with the size of the new car park we've been able to build. Stonehenge has been attracting around one million visitors per year, on a 70/30 international-domestic split. We expect that to rise to around 1.25 million and we'll manage that on a timed ticketing system, so people will now have to book in advance to be sure of entry.

The visitor centre was the first phase of the development. What comes next?

The new centre was the main phase, and we're now concentrating on restoring the natural landscape, as well as building a new exhibit of Neolithic houses in our external gallery space.

We advertised nationally for volunteers to build them and got a great response. Visitors will be able to watch them being constructed, and when finished they can go inside – there'll be fires lit and replicas of the furniture and implements used at that time.

Will your role as director change now the site has opened?

When all the phases of the development are complete, this role will come to an end. I've been working on this project since 2008 and it's been the biggest challenge of my career to date.

Stonehenge was a national disgrace, and finally we've had the opportunity to put things right.

ATTRACTIONS



Interactive displays help bring the story of Stonehenge to life for visitors

Greener Fields

The new construction at Airman's Corner comprises the visitor building designed by Denton Corker Marshall, an ancillary building, coach and car parks, and shuttle embarkation point.

The galleries, café, shop and toilets are housed in a pair of single-storey 'pods' beneath an undulating canopy roof that reflects the rolling hills of Salisbury Plain. Local materials have been used wherever possible.

The building is linked to the Stones by a low-key visitor shuttle system running along the existing road surface of the A344 (now closed to public traffic). By early May, a cluster of Neolithic houses will open as an external exhibition, recreated using rare evidence of domes-



Visitors can experience a virtual sunrise in the new facility

tic buildings from prehistoric England recently unearthed near Stonehenge.

During the first half of 2014, the existing car park, visitor buildings, road and fencing close to the monument will be demolished and grassed over.

A 360-degree virtual, immersive experience will let visitors 'stand in the stones' before they enter a gallery presenting facts and theories surrounding the monument through various displays and nearly 300 prehistoric artefacts. Archaeological finds on display are on loan from the Salisbury and South Wiltshire Museum, the Wiltshire Museum, and the Duckworth Collection, University of Cambridge. All were found inside the

World Heritage Site and many are on public display for the first time.

One of the highlights is a forensic reconstruction of an early Neolithic man, based on a 5,500-year-old skeleton from a burial site near Stonehenge. Also on display will be two rare 14th century manuscripts, Roman coins and jewellery, and early surveying equipment.

'Set in Stone? How our ancestors saw Stonehenge', is the first temporary exhibition, charting centuries of debate – from 12th-century legends to radiocarbon dating in the 1950s. ●

This feature first appeared in Attractions Management, Q1 2014



Precious objects linked to Stonehenge are on show for the first time

LEISURE DIRECTORY

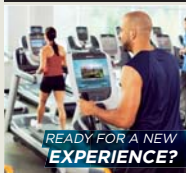
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PAUL SCIALLA

US real estate developer Delos has created the first set of building standards based on health and wellbeing. Katie Barnes talks to founder Paul Scialla about pioneering a whole new way of building

In late November 2013, actor Leonardo DiCaprio invested in Delos, the US real estate company that has created the first building rating system focused not just on the environment but also on human health and wellness. DiCaprio also became an advisor to the board.

The company combines medical research and architectural and engineering advancements in living environments, and has created homes in Greenwich Village, New York, featuring more than 500 wellness features.

As well as the homes in New York, Delos has completed a number of other projects, including a Stay Well® room at the MGM Grand Hotel in Las Vegas, and has several more in the pipeline. Here founder Paul Scialla explains the concept.

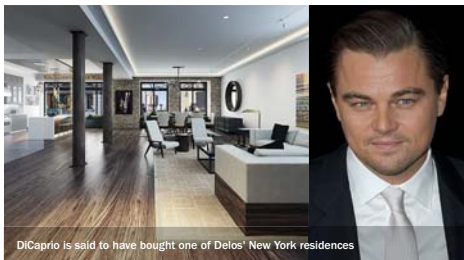
How was the idea for Delos born?

Around five years ago, I started getting interested in this notion of sustainability and real estate. Lots of great things had gone on in green building and I wondered if we could push the envelope so the focus wasn't only on environmental sustainability, but also on human or biological sustainability.

The fact is we spend 92 per cent of our time indoors, so if we can

The Well Building Standard™

The Well Building Standard™ is a framework based on seven design categories such as good quality air, water and light. These impact on 12 domains of health, ranging from immune and sleep health to emotional and cognitive function. The standards are designed to sit in line with existing green building certifications and can be applied to homes, offices, public buildings and hotels.



introduce preventative medical interventions into the very spaces that we're spending our time in, it's a huge win.

How did you persuade so many leading architects, designers, doctors and scientists to get on board?

Luckily the story sells itself. Everyone we speak to wants to get involved – this is an obvious way to finally deliver preventative medicine in a passive way to people on a daily basis.

We wanted to offer an evidence-based approach. With half of these things you can touch or feel them, but the other half are working on your body without you necessarily realising it.

You converted your own home to trial the concept. What benefits did you see?

Since completing the renovation, my energy levels are through the roof, I've rarely been sick and my sleeping patterns have never been better.

Are Delos developments just for celebrities and the high end market?

Everyone cares about their own health. We carried out extensive demographic studies early on to assess our target

categories, demand and potential premiums. We found that what we were offering appealed, and had significant value, to every single person regardless of gender, age or income level.

The apartments cost US\$4,000 per square foot. Do you think that is expensive?

It's not expensive based on current New York City real estate prices. Plus, when you think about having a home that's working on your body 24 hours a day, we think it's worth the price.

Why are you so confident Delos will be a success?

Real estate is the largest asset class in the world – it's worth US\$150 trillion [£111tn, £91tn] – and we're looking to combine that with one of the fastest growing and, arguably, one of the most important industries in the world: health and wellness.

More than US\$2 trillion [£1.5tn, £1.2tn] a year is spent on preventative medical intervention, so, for Delos, there's a massive economic play. ●

This interview first appeared in Spa Business, Issue 1, 2014

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