

# leisureopportunities

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## TV ad storm sparks calls for school holiday debate

The controversy surrounding a Center Parcs TV advert accused of offering discount family breaks only available during school terms, has led to tourism industry calls for a review of the fining policy against parents taking children on term time breaks.

Promoting midweek holidays for £279, Center Parcs' advert showed parents and school-aged children enjoying resort activities, with small print stating that the offer "excludes school holidays".

Prompted to investigate after receiving two complaints, the Advertising Standards Authority (ASA)

ruled the advert "irresponsibly encouraged parents to take their children out of school," noting it was aimed at families yet wasn't available during weekends or school holidays.

However, a spokesperson for Center Parcs



The tourism industry wants a debate on school holiday policy, which it says causes price hikes

told Leisure Opportunities the judgement was "extremely harsh" and pointed out that the advert had not been "banned", as has widely been reported, stating instead that the company had been told it needed to remove the strapline

emphasising the price point.

The spokesperson added the company has to reduce prices significantly during off-peak periods to attract guests, likening the resulting price structure to that of peak and off-peak rail journeys.

Kurt Janson, policy director for the Tourism Alliance, said the tourism industry would welcome a debate as to how to enable families to undertake more affordable holidays while not adversely impacting on their education.

"It is a question of getting the right sort of balance rather than a clear case of affordable holidays or edu-

cation," he told Leisure Opportunities. "Spreading demand would be of considerable benefit to the tourism industry, as extending the tourism season would help with maintaining the viability of many businesses."

### Battersea's four chimneys set for demolition

Developers behind the £8bn Battersea Power Station mixed-use renovation project will demolish the the Grade II listed building's iconic chimneys, with work due to start this summer, but say all four will be fully restored by 2016.

The crumbling chimneys would likely pose a danger to the under development leisure and retail project – which includes designs from architects Norman Foster and Frank Gehry – with a combination of sulphurous emissions and weather exposure causing the chimneys to deteriorate.

Details: <http://lei.sr?a=v4d9Z>

### Cycling chief backs London's latest hub

British Cycling technical director Shane Sutton is one of the main backers behind Athlete Lab – the latest cycle-focused fitness club to hit London in what is fast becoming an increasingly competitive market sector.

Following hot on the heels of former Fitness First CEO Colin Waggett's Psyche, the £1.5m Athlete Lab aims to separate itself from the pack by offering an authentic road-biking experience to workers in the heart of the City.

The acquisition of Sutton as a shareholder – who also oversees the coaching strategies – was a major coup for Athlete Lab founders Michael Flynn and Neil Franks, who launched their new London site at the beginning of April.



Athlete Lab boasts custom-made road bikes

The pair of triathletes met as British expats in Singapore, and later opened the first Athlete Lab in the sovereign city-state before expanding the business to Sydney.

*Continued on the back cover*

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# Kids not keen on competitive sport

The majority of UK children would not miss the competitive element of school sport if it was removed, according to a survey by Marylebone Cricket Club and cricket charity Chance to Shine.

The study – which involved 1,000 children who were aged between eight and 16 – showed that 64 per cent of children would be relieved, happier or “not bothered” if all school sport was made non-competitive.

The study also surveyed the children’s parents to establish the nature of their views towards competitive sport.

A majority of parents (78 per cent) said they would still watch their children play school sport even if the competitive aspect was removed – despite 84 per cent saying that they would not want to see the winning and losing elements of competition removed entirely.

Wasim Khan, CEO of Chance to Shine, said: “It is worrying to see that so many children would be relieved to see competition removed from sport.



64 per cent of children don't see winning as an important aspect of sport

We want to teach children the importance of playing sport competitively and fairly and for them to see the benefits that it can bring to their lives.”

Last year (July 2013) a cross-party committee of MPs concluded in a high-profile report that the coalition government was putting too much emphasis on promoting competitive sport in schools. Details: <http://lei.sr?a=g4x5h>

## Initiative to train 50,000 ‘sport leaders’

A new community sport initiative aims to train up 50,000 young people as sport leaders, as part of efforts to increase the number of young people taking part in physical activity.

The scheme will be run as a partnership between Asda Community Life, Sports Leaders UK, ukactive and Spirit of 2012 Trust. It will deliver activities inspired by the athletic achievements and “public spiritedness” of the London 2012 Olympic and Paralympic Games.

Young people taking part in the initiative will be offered Sports Leaders UK courses and qualifications, with a particular focus on engaging young people who come from areas of socioeconomic deprivation.

The aim is to increase sports leaders’ volunteering hours from 640,000 to a million.

The first activities of the three-year initiative will be the Asda Active Sports Days. A total of 400 schools across the country will host flagship sports days, organised and run



The initiative was launched with cross-industry support

by local sports leader volunteers, with support from Asda’s local Community Life Champions.

The programme is one of the first to be funded by the Spirit of 2012 Trust, which was established to ensure the values, opportunities and spirit of the London 2012 Games is experienced across the country. The trust has awarded £1.5m for the scheme, with Asda also making a “significant contribution” to the costs of running it. Details: <http://lei.sr?a=C4U6S>



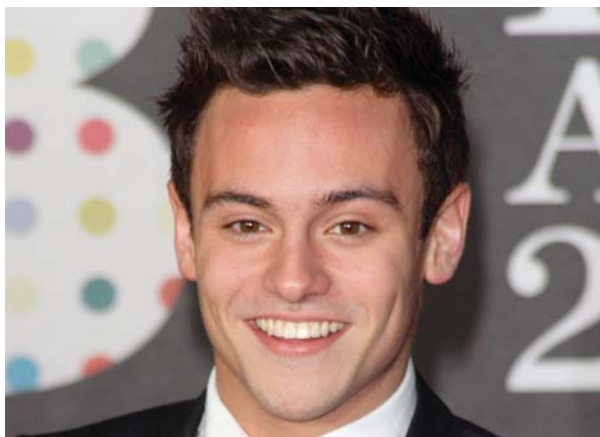
## Daley to launch Diving Academy

Olympic medallist Tom Daley has teamed up with leisure centre and pool operator GLL as part of efforts to create a lasting diving legacy from the London 2012 Olympics.

The Tom Daley Diving Academy will look to attract both adults and children to take up the sport.

The Academy will begin operation at the GLL-managed London Aquatics Centre – where Daley trains as part of his British Diving High Performance Programme – before being introduced at other GLL facilities across London and the UK.

The academy will be available in three types of facilities – fundamental centres; delivering beginner courses for children to learn the fundamentals of the sport; “Learn to Dive” development centres, to deliver beginner and



The Olympic medallist and TV star has endorsed the academy

improver classes for children and adults; and academy centres, delivering all levels of the programme up to competitive diving.

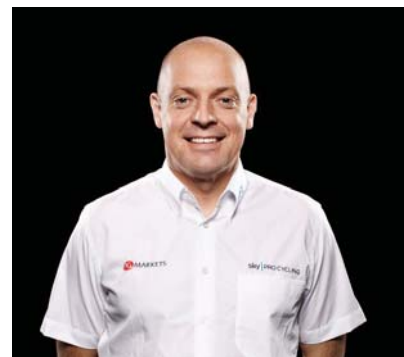
The grass roots venture is being endorsed and represented by Daley and supported by a series of world class coaches working across London. *Details: <http://lei.sr?a=S9p2n>*

## Natural turf improvement scheme launched by IOG

A new scheme aims to raise the standards of community sports pitches in England.

The £1.3m Grounds and Natural Turf Improvement Programme is designed to improve the care of natural turf surfaces – and the understanding of sports turf management among the volunteer groundsmen and women who look after pitches.

The initiative will see grassroots sports clubs able to access expert turf care advice, training and knowledge as well as guidance on coping with flood and weather damage. Charles Johnston, Sport England property director, said: “Good quality grass pitches are important for helping people play sport.” *Details: <http://lei.sr?a=v2s7v>*



Brailsford first joined British Cycling in 1998

## Liverpool eyes £150m stadium expansion

Liverpool FC has revealed £150m plans for a new look Anfield, set to boost stadium capacity by 13,300 seats.

Redevelopment of the historic Anfield's Main Stand – designed by architectural firm KSS – will add an additional 8,500 seats while the Anfield Road Stand will have an additional 4,800 seats installed, bringing the total capacity of the stadium up to 58,800.

The football club is now in consultation with local residents and fans with plans to submit a planning application to Liverpool City Council during the summer. If permission is granted, work on the proposed Main Stand could begin early next year with the aim of completing it in time for the start of the 2016-17 season.

The work is part of a larger £260m plan to transform the area around Anfield into a mixed-use leisure hub. Proposals include the creation of a wide avenue through the adjacent



Architectural firm KSS is behind the expansion designs

Stanley Park, which would end in a new public square area with a memorial to the 96 Liverpool fans who died in the Hillsborough disaster of 1989. Also included would be the construction of a new primary school, health centre, and a 100-bedroom hotel. *Details: <http://lei.sr?a=S9p2n>*

## Dave Brailsford steps down from British Cycling

Sir Dave Brailsford, the mastermind behind Team GB cycling success at the 2008 and 2012 Olympics, is set to leave his job as performance director at British Cycling.

Brailsford first joined British Cycling in 1998 and later became the organisation's performance director in 2003.

He was instrumental in delivering an unprecedented medal overhaul – 16 Olympic golds, six silver medals and four bronzes – from the last two Olympic Games.

He is stepping down to concentrate on his duties of running Team Sky, the men's professional offshoot of the Olympic squad, which has won the last two Tours de France with Sir Bradley Wiggins and Chris Froome.

British Cycling CEO Ian Drake said: “I want to thank Sir Dave Brailsford for his enormous contribution to British Cycling – the organisation he leaves behind is transformed from the one we joined in 1998.

“In that time the GB Cycling Team has not only set the standard by which British sporting success is judged but also inspired millions to get active through cycling.” *Details: <http://lei.sr?a=w6X7K>*

## Sport Wales to tackle inequalities in sport with £3m funding

Sport Wales is to invest a total of £3m into making sport more accessible to groups that traditionally find taking part challenging.

£1.5m will be made available through the *Calls4Action* scheme to make sport more attractive to young women and girls, while a further

£1.5m will be dedicated to projects encouraging more people with disabilities and children from black and minority ethnic backgrounds to participate more regularly. Outline proposals for programme funding need to be submitted by 20 June. *Details: <http://lei.sr?a=g7p9z>*

### Manchester City teams up with TRX for fitness deal

English Premier League title contender Manchester City Football Club (MCFC) is hoping a new tie-up with fitness equipment supplier TRX can give it the edge in its quest to secure a second championship crown in the past three seasons.

The deal sees the club continue to use TRX equipment in club fitness regimes, which will now be bolstered with the introduction of tailored TRX training programmes.

Designed to sustain health, on-pitch performance and elite fitness levels, the TRX programmes will be adopted by City's first team players, with a dedicated TRX Training Zone in the gym of the club's new academy. Details: <http://lei.sr?a=M4Z9f>



PFP business development manager Robin Knight

### Places for People wins will lead to major investment

Places for People Leisure – formerly DC Leisure – has acquired two 15-year contracts to manage and transform leisure facilities on behalf of Mid Sussex District Council and Wycombe District Council.

The new partnership with Mid Sussex District Council (MSDC) commences on 1 July and will see a multi-million pound investment across The Triangle, Kings and Dolphin leisure centres, with all upgrades scheduled for completion by the end of 2014.

MSDC isn't disclosing the exact investment figure, but says it will run into the millions, with all free centres to receive brand new gym equipment and renovations, while swimming will be made free to under-eighths to encourage activity among children.

Meanwhile, the partnership with Wycombe District Council (WDC) will see Places for People Leisure operating a brand new sports centre in High Wycombe.

Robin Knight, Places for People Leisure's business development manager said: "We look forward to working with both Councils and current operators to achieve a seamless facilities transfer." Details: <http://lei.sr?a=C5C7t>

## The Gym Group leads profit charge

The Gym Group has taken 16th place in a *Sunday Times* financial league table ranking companies according to growth in profits measured over the last three years.

It is the only operator on the list from the health and fitness sector, reinforcing the notion that the budget end of the health club market is best-placed for growth.

The company has undergone a major expansion in recent years and is currently awaiting Office of Fair Trading (OFT) approval for a proposed merger with budget rival Pure Gym. If successful, the new company (as yet unnamed) would comprise more than 100 gyms across the UK.

The Gym Group forced its way into the upper echelons of the *Sunday Times* BDO Profit Track 100 league table after growing its profits by an annual average of 91 per cent over the last three years. Profits topped £3.7m in 2013 alone, on sales of £22.6m.

"Over the last three years The Gym Group has followed an ambitious expansion strategy



The Gym Group's chief executive and founder John Treharne

to support our vision of delivering accessible, affordable and flexible gym membership for all," said John Treharne, chief executive and founder of The Gym Group.

"Thanks to our robust business model and significant investment in growth in recent years, we have continued to deliver against our business objectives and consolidate our position as a market leader."

Details: <http://lei.sr?a=H8B2k>

## Wearable tech consumer trends revealed

The digital revolution may well be upon us, but health and fitness consumers buying wearable tech still prefer to make their purchase in-store than from the company's website, according to new research from Nielsen.

Results from the February Nielsen *Health and Wellness* survey of 471 American consumers were combined with findings from the firm's *Connected Life Report* to illustrate the relationship between consumers and wearable tech.

The report confirmed the rise of wearable tech, with smartphone apps proving particularly popular for keeping track of wellbeing. In January 2014, 45.8 million US smartphone owners used a health and fitness app – an 18 per cent increase from 39 million users during January 2013.

But while the product market is becoming increasingly technology-focused, traditional methods for purchasing and decision-making remain surprisingly popular.

37 per cent of fitness bands sold were bought by consumers in-store, compared with 33 per cent online from the brand's website, with Nielsen noting that: "manufacturers of fitness



IMAGE: SHUTTERSTOCK\_12564765

The research showed wearable tech consumers are highly invested

bands in particular should take note of the sway that a hands-on experience can provide."

And although approximately half of consumers say they search for information online before making a purchase, the study found that only 19 per cent of consumers said blogs and social media sites influence their healthy product choices, and only 17 per cent were influenced by brand or company websites. Details: <http://lei.sr?a=Q6n6D>



## Dundee aquatic facility proves a hit

The number of people in Dundee taking part in swimming has jumped by 17.5 per cent, with the boom being attributed to the city's £31m Olympia development.

The swimming centre opened in June 2013 and has been an instant hit. City figures show that between April and December, an average of more than three swimming trips were taken for every person.

The facility, which features a 50m main pool as well as a wave pool, rapid river, dive pool and four flumes, attracted more than 8,000 swimmers in its first week of operation.

The jump in numbers helps to highlight the impact investments in single facilities can have on a wider city, with Dundee reaping far-reaching health benefits since the Olympia opened.

"The response to the new Olympia has been really positive, and we are seeing so many people going along – the staff down there have been really busy at all times," local councillor Stewart Hunter told the *Evening Telegraph*. "It is a great facility for Dundee, and it gets people



Swimming participation in Dundee has boomed since Olympia opened

from out of the city coming along too. The region is benefiting from it as well, not just the city itself. It's great that people are taking to it and shows that all the hard work put in has been totally worth it."

The current Olympia was created in order to replace an old facility located on East Whale Lane with the positive impact of this new facility helping to raise swimming participation levels across Dundee by a fifth. Details: <http://lei.sr?a=m7k9F>

## Sugar sin bin strikes chord with club members

A west country gym's new sugar sin bin has inspired more than 100 members to dump their sweet treats and seek nutritional advice on how they can embrace a healthier lifestyle.

Staff at the club situated at Cadbury House in Congresbury, Somerset, decided to launch the amnesty in February on the back of a nationwide media backlash against sugar.

In Britain, research shows that the average person consumes about 700g of sugar a week, which is the equivalent to 140 teaspoons. Further studies have concluded that added sugar in food and drink is 11 times more potent at causing diabetes than general calories, sparking calls for a crackdown on junk food.

In Congresbury, gym staff installed the sin bin at the front of the gym and encouraged members to dispose of their unwanted (or unneeded) snacks, in return receiving a healthy living advice pamphlet written by the club's fitness manager and nutrition graduate Tom Horton. They were also allocated a one-on-one consultation session, where a staff member would talk through dietary plans and offer alternative lifestyle suggestions.



Staff have been pushing the healthy living envelope with their sin bin

Take up, according to the gym staff behind the scheme, has been staggering.

"We've had a terrific response, with over a 100 people taking up our offer," general manager Jason Eaton told *Leisure Opportunities*.

"I think the negative headlines made people more aware of the dangers of sugar, and then we were well-placed to build on the momentum and help our members to honestly evaluate their diet and lifestyle.

Details: <http://lei.sr?a=G4f8F>

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## New UK culture secretary must aid ailing tourism regions



**UFI IBRAHIM**

is chief executive officer of the British Hospitality Association

Britain's regional hospitality hotspots are showing a stark decline in visitor numbers, according to official figures, and greater support is needed to drive visitors back to regional towns. That's the verdict according to the *Great Britain Tourism Survey* (GBTS), with figures revealing that domestic trips fell by over 3 million in 2013, while spending fell to £23.3bn, a £682m decline on 2012.

The report also reveals that the numbers of Brits choosing to holiday abroad is rising. This means that small and medium-sized businesses across the UK are under increasing pressure – with the growth in staycations over the last four years threatened by trips abroad again on the rise.

A strengthening pound and cheaper air travel could see the UK return to a tourism deficit – whereby more money is going out than the amount that is coming in.

This alarming research provides the ideal opportunity for newly-appointed culture secretary Sajid Javid (see p.12) to make his mark, supporting Britain's regional hospitality hotspots following increasing competition from their European rivals.

With a strong economic background Javid is highly welcomed as the kind of big hitter the department needs given the challenges ahead. After two years of growth, this decline coincides with countries like Spain, France and Germany stealing a march on the UK. The strong increases by our competitors underline the need for government policy to support competitiveness – particularly regionally.

The GBTS report rings alarm bells and shows the hospitality industry and government need to work together to reverse this trend and ensure that the sector can continue to play its part in supporting regional growth and driving youth employment.

Representing UK hospitality and tourism businesses, the BHA has been and will continue to ask the government to focus on creating a coordinated task force to ensure joined up action and thinking for the industry across areas such as jobs and growth, airport and infrastructure, visas, food security, VAT and regional marketing.

## HOTELS

# Titanic-themed hotel casts off

One of Liverpool's most iconic buildings has been brought back to life as a Titanic-themed luxury hotel, with the first two floors having been opened during the middle of April.

Albion House, which was formerly the HQ for the operators of the doomed ocean liner, has undergone a major redevelopment after 10 years of neglect, reopening as 30 James Street – The Home of the Titanic.

The hotel, which will sleep up to 310 guests once all 11-storeys are completed by mid-September, represents a £7m investment from developers Signature Living, which has restored the city landmark.

The distinctive building, located on The Strand, was bought by husband and wife developers Lawrence and Katie Kenwright who run Signature Living. The developers also have a movie-themed hotel in Liverpool's Stanley Street and serviced apartments across the city.

The current building is often heralded as one of Liverpool's most unique structures, due



The building is heralded as one of Liverpool's most unique

to its striking construction from eye-pleasing Portland stone and red brick.

The centrepiece of the hotel will be its Carpathia Champagne Bar, which will be the city's first roof terrace champagne bar, allowing guests to enjoy drinks on one of two 100ft balconies, while taking in views of the Liverpool skyline and the three graces.

Details: <http://lei.sr?a=W6K5V>

## Eden's £12m waterfront hotel restoration

Eden Hotel Collection has invested £12m in a waterfront 50-bedroom redevelopment in South Sands, south Devon, after purchasing the sites former property, the Tides Reach Hotel.

The 35-bedroom Tides Reach Hotel was acquired by Eden Hotel Collection – a privately owned group of eight luxury hotels across the Midlands and the South West – in January 2014 from a family who owned the property for more than 47 years.

The hotel will remain closed while the new building is created. It will feature a spa, private beach and an extensive terrace with sea views of British coastline.

"Tides Reach will add to our existing luxury hotels in Somerset and Kingsbridge, establishing a firm presence for Eden Hotel Collection in the region," said the managing director of the Eden Hotel Collection, Mark Chambers.

The hotel is scheduled to open in time for the 2016 season, after an extensive public consultation this spring and the submission of an application for planning permission late this summer. The company is currently keeping tight-lipped over its exact plans for what the spa will feature.

An estimated 100 jobs are expected to be created as a result of this development, according to the west country hotel group.

Eden Hotel Collection is part of the family-owned Rigby Group, founded by IT entrepreneur Sir Peter Rigby. The Group's portfolio spans hotels,



The South Sands, Salcombe, hotel will feature a private beach

aviation and technology. Its other firms in the South West include Exeter Airport and the company British International Helicopters.

Other hotels and spas included in the Eden Hotel Collection are Buckland Tout-Saints Hotel, Devon; The Mount Somerset Hotel and Spa, Somerset; The Kings Hotel, Chipping Campden; The Arden Hotel, Stratford-upon-Avon; Mallory Court Hotel, Leamington Spa; The Greenway Hotel and Spa, Cheltenham. It also includes the and Brockencote Hall Hotel, Worcestershire – which was recently named as a finalist in the Small Hotel of the Year category of the 2014 VisitEngland Awards for Excellence. Details: <http://lei.sr?a=z2G8j>



# HOTEL SUMMIT

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**HOTEL INDUSTRY**  
MAGAZINE





## PROMOTIONAL FEATURE



The creative rethink has transformed available storage and hanging space within individual lockers to meet members' high expectations



# Craftsman delivers Hogarth's vision for changing provision



CO-ORDINATED TEAMWORK WAS THE KEY TO REALISING THE CLUB'S MISSION TO MEET HOGARTH MEMBERS' EVER-RISING EXPECTATIONS

The Hogarth Club in Chiswick, West London, is one of the capital's longest standing and most prestigious health clubs, offering members a wide choice of leisure activities, including indoor pool, extensively equipped gym, Body Pump, Spinning, beauty therapy, dance, yoga and Pilates studios and squash as well as outdoor tennis.

During its 30-year life, The Hogarth has undergone a wave of refurbishments to maintain its market-leading position, culminating last year in a £1m investment in the gym, which saw Britain's first installation of Technogym's Artis equipment.

"The impact of that investment made its mark on other aspects of our provision," says Ian Chaffey, the club's Operations Director. "The existing changing rooms and showers, fitted out about nine years ago, looked tired and dated and we realised we had to upgrade them to a standard in keeping with our members' extremely high expectations," he says.



Privacy was a key requirement in the ladies changing room

"I'd known Craftsman's John Gibbs for many years and knew of the quality that they could deliver. After visiting some of their changing room projects, including Penny Hill Park, I met with John to utilise his expertise to develop a concept to meet our requirements. Following further discussions with the team additional features were incorporated resulting in the project moving forward in December."

Craftsman worked closely with Hogarth's interior design team to create a subdued and relaxed ambience within the changing rooms. "To meet our members' requirements," Chaffey explains, "a combination of three-quarter and half-height Maximizer style lockers in a walnut finish were incorporated to transform the storage and hanging space available within individual lockers."

"The new light cream upholstery for the bench seating, complemented by the new stone surfaces for the vanity and towel units, have all helped create what are now truly





Close collaboration with the club's interior design team has resulted in restful, relaxing colour schemes to create "truly stunning" changing rooms

stunning changing rooms."

A creative rethink of the available space proved the key to ensuring that members enjoy their privacy, particularly in the ladies changing room, where Craftsman have achieved discreet areas to effectively create three changing areas in one.

The challenge was to complete the refurbishment without closing the changing rooms working predominantly overnight.

This complex month-long project called for close collaboration between Hogarth's internal design co-ordinator, the building team, the air handling contractor, electricians and Craftsman's own installation team, all working through the night to limit the disruption for members.

Situated in a prime residential area, the club had to ensure noise levels were tightly controlled, while cleaning operators moved on site early each morning to ready the club for its daily opening at 6am.

"Many of our members own their

companies so come into the club both before and after work," explains Chaffey. "There is often a queue waiting to enter the club in the morning, so it was vital to have the club ready for them after each night's work."

Refurbishing changing rooms from floor to ceiling presented a huge challenge," Chaffey continues: "Particularly for a club of Hogarth's standing, where member expectations run so high. In the ladies changing room, we worked back virtually to first fix ready for fitting new plasterboarding - while

reconfiguring the locker layout to create the space to change in comfort and privacy."

In what was a "tricky and fragmented project" that required extensive planning and preparation to succeed, the teams "all worked together to minimise aggravation to our members," Chaffey stresses.

John Gibbs adds: "This was a great example of co-ordinated teamwork committed to realise the club's vision in meeting the Hogarth's members' ever-rising level of expectations."

To discover how to create changing provision that matches the needs and expectations of your members and visitors, call John Gibbs on **01480 405396** or email: [johng@cqlockers.co.uk](mailto:johng@cqlockers.co.uk)  
**[www.cqlockers.co.uk](http://www.cqlockers.co.uk)**



## Record investment in new European attractions

European theme parks have made a record investment in new rides and attractions in time for the 2014 season, according to the International Association of Amusement Parks and Attractions (IAAPA).

The trade association said new attractions worth a combined £411m in capital expenditure (CAPEX) would open as more than 300 amusement parks in Europe open their doors in preparation for the 2014 season.

The new attractions include rides, water parks and immersive themed environments.

The organisation linked the expenditure to a strong performance across the continent in summer 2013, both in attendance numbers and revenue, plus more interest in seasonal events such as Halloween and Christmas. *Details: <http://lei.sr?a=e2e7x>*



Almost 76,000 school pupils visited last year

## New attractions lead to record figures for Glasgow centre

Glasgow Science Centre has reaped the rewards of a busy 12 months of new collaborations and installations to achieve a record-breaking year for visitor numbers.

The centre reported 305,485 admissions since April 2013, marking a 12 per cent year on year increase that ensured this was its busiest year since opening in 2001.

In the last 12 months, the centre has swelled its visitor numbers through the opening of its £2m BodyWorks exhibition, entering into partnership with Cineworld to operate the IMAX, starting the refurbishment of Glasgow Tower and fundraising for its forthcoming exhibitions.

"BodyWorks is one of the most advanced exhibitions of its kind and has captured the imagination of children, and adults alike. It has been a big draw for our visitors across the year," said chief executive at Glasgow Science Centre Dr Stephen Breslin.

"We are now focusing on the year ahead and building on our successes. There are some great projects and initiatives in the pipeline like the reopening of Glasgow Tower." *Details: <http://lei.sr?a=W2R4W>*

## Motor museum drives expansion

Haynes International Motor Museum in the UK has officially re-opened after a three-year, £5m (\$8.4m, €6.1m) transformation, offering a tour through time of some of the greatest cars from around the world, with each room themed by historical period or geography.

The project, the result of a privately funded investment, took ten years of planning and two-and-a-half years of construction work to complete.

Three new exhibition halls have been created as a result of the revamp –

Minis and Micros, Century of Supercars and Motorcycle Mezzanine – with the museum now accommodating some 400 cars and motorbikes. Each of the museum's rooms are themed by historical period or the world region that the cars hail from.

The museum, which is a charitable trust, has also added a reality experience in which visitors can 'virtually' re-spray a Mini motorcar, as



Haynes (left) first opened the museum in 1985 with just 33 cars on show

well as a children's adventure play zone, modernised events facilities, and a new entrance foyer with a shop and café.

Museum chair John Haynes – famed for his motoring manuals which have sold over 150m copies worldwide – said: "I never dreamed when I started out that, 30 years on, we would unveil one of the world's greatest motoring collections." *Details: <http://lei.sr?a=a3D7Q>*

## New Banksy piece becomes pop-up attraction

A new graffiti by renowned street artist Banksy has been removed within hours of being found and put on paid display by an ailing inner-city community centre.

The artwork, which shows a couple embracing while checking their mobile phones, was confirmed to be a Banksy after the artist posted a photo of it on his website. The piece was then found a few hours later on Clement Street in Bristol.

Shortly after, it was removed by the nearby Broad Plain Boys' Club to be put on display inside the centre with entrants charged a viewing fee.

The oldest boys' club in the city is under threat of closure, with the registered charity needing to raise £120,000 by the end of the year or face closure. Dennis Stinchcombe, who runs the club, made an appeal in February for the community to help the club raise funds.

Gordon Powell, a youth worker from the club, told the *BBC* he believes the work was done to aid the struggling club.

"There's a massive wall he [Banksy] could have done it on but he didn't," said Powell. "So



The work was removed and placed on display at the youth club

we think he did it to help us raise the money."

A sign was put up in place of the work stating: "The new Banksy piece is being held in our club to prevent any vandalism or damage being done. You are free to come and view but a small donation will be asked of you."

The club has since announced plans to sell the artwork in a bid to secure its own future.

Temporary pop-up attractions drawing in big crowds have proved popular in recent times. One example, also in Bristol, includes a pop-up water slide to be installed for a day on 4 May. *Details: <http://lei.sr?a=S4m8D>*



## Jenkins to front tourism drive

International singing star Katherine Jenkins will lead a renewed drive to attract overseas visitors to Britain, serving as the figurehead for VisitBritain's (VB) upcoming Countryside is GREAT campaign.

In the lead-up to the tourism agency's Countryside campaign launching in September, Jenkins will collaborate on a range of projects showcasing the best of the UK's culture and heritage.

The Welsh songstress will perform at a VB-organised festival in Istanbul next month as part of its push promote the UK as a hub of culture and creativity. She will also be touring the UK giving countryside outdoor concerts throughout the middle of 2014, with international appearances in the USA also scheduled.

"Britain offers overseas visitors a place alive with culture and blessed with stunning scenic beauty for all to enjoy," said Jenkins. "I'm looking forward to working with VisitBritain and the GREAT Britain Campaign to bring the best of Britain to the rest of the world."

Jenkins' arrival as the face of the new campaign



The Welsh songstress will promote Britain's countryside

to push the British countryside will be welcome news for the British Hospitality Association (BHA), which recently called on new culture secretary Sajid Javid to help revive Britain's ailing regional tourism spots (see below).

Jenkins joins an illustrious list of Britain's top talent to have worked with the GREAT Britain Campaign – including Oscar-winning director Steve McQueen, Lewis Hamilton, Sir Richard Branson and Dame Vivienne Westwood. *Details: <http://lei.sr?a=A4H3b>*

## Latest figures show record month for tourism spend

International visitors spent a record £1.5bn in Britain in February 2014 representing a 45 per cent increase on February last year, according to the Office for National Statistics (ONS).

In what is traditionally one of the quieter months, the number of visits was also

up nine per cent in February 2014, with holiday trips posting double digit growth (25 per cent). Visitors from Europe were the main driver of the overall visits growth, followed closely by 'rest of world' markets. *Details: <http://lei.sr?a=H2d4X>*

## Tourism chiefs urge Sajid Javid to act fast

Sajid Javid's appointment as culture secretary has been welcomed by the hospitality and tourism sector, with industry leaders describing him as the "big hitter" the department needs, but warning that there is plenty more work to be done.

Javid has been thrust into the limelight since replacing Maria Miller in mid-April, demonstrating his ability to answer tough questions with a solid performance on the BBC's *Question Time*, and tourism chiefs are hopeful that these wits can be used to help lead a resurgence of Britain's regional hospitality hotspots.

Recent figures showed London and the south east of England accounted for two-fifths of all annual tourism spending in the UK in 2011 with regional towns lagging, partly due to increasing competition from their European rivals in luring British holidaymakers.

The British Hospitality Association has said small and medium-sized businesses across the country are under increasing pressure. The growth



Sajid Javid faces a tough task in solving tourism issues

in staycations over the last four years is now under threat from the renewed popularity of trips abroad.

*Great Britain Tourism Survey (GBTS)* figures reveal domestic trips fell by over 3 million in 2013, while spending fell to £23.3bn, an £682m decline on 2012, with regions outside London suffering the most. *Details: <http://lei.sr?a=e6M8F>*



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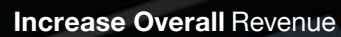
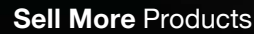
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## £6m spa plans for Rudding Park

The privately-owned Rudding Park Hotel Spa & Golf in Harrogate, North Yorkshire, has unveiled plans to build a £6m destination spa in order to widen visitor appeal.

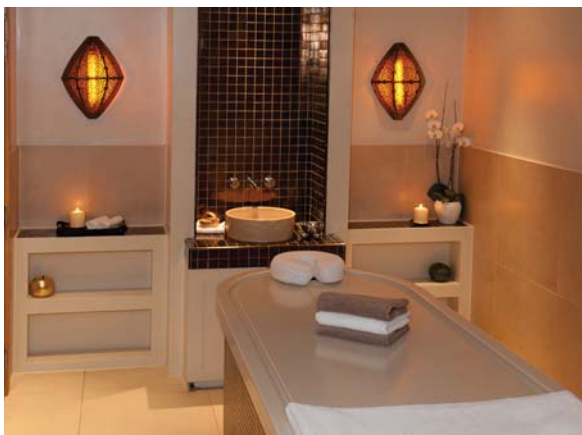
"We have to keep up," Peter Banks, managing director of Rudding Park Hotel Spa & Golf, told *Leisure Opportunities*. "We are one of the best hotels in the country and the spa will ensure we remain competitive."

The new build will incorporate a 17m (56ft) pool, hydrotherapy pool, 10 treatment rooms and three heat treatment cabins.

"We are currently working with our architects [Horsley & Feather] and Harrogate Planning Department to finalise the plans for the spa development," said Banks.

Plans will be submitted in May with a view to commencing work in 2015.

The hotel's current spa is located in the £8m Follifoot Wing, built in 2011. It features four treatment rooms, a steamroom, monsoon showers and a hammam. Skincare products used in the existing spa are provided by



The hotel's current spa is located in the £8m Follifoot Wing, built in 2011

Spiezia, Carita and Aromatherapy Associates.

The Follifoot Wing also features a 14-seat private cinema, gym and 48 bedrooms. The popularity of the on-site leisure facilities have led to the decision to create a new spa.

"This wing has resulted in a change to our business mix," said Banks. "The leisure segment accounts for 40 per cent of our total business, as opposed to 15 per cent prior."

The hotel is also gearing up to host three teams during the opening stages of the Tour de France. *Details: <http://lei.sr?a=V4d7T>*

## Study shows clinical benefits of massage

The clinical value of massage therapy and its circulatory benefits have been established by a study published in the journal *Archives of Physical Medicine and Rehabilitation*.

Researchers at the University of Illinois in Chicago studied the impact of Swedish massage received by 15 out of a test group of 25 healthy adults – all of whom exercised with a leg press until their limbs became sore.

The 15 who received massages reported no more pain an hour and a half after the therapy took place – but those who did not receive a massage said they still felt sore a day after the exercise session.

Participants also had their blood flow measured at different points after the exercise was carried out. Those who were massaged had improved blood flow at all the time points and the improvement in blood flow only appeared to taper off three days after the exercise. Those who were not massaged had reduced blood



The improvement in blood flow only taper off three days after exercise

flow just an hour and a half following exercise.

A control group of 11 adults who did not exercise – but received the massage – experienced the same blood flow effects as those who did the leg presses. Researcher Nina Cherie Franklin said in a statement, "Our study validates the value of massage in exercise and injury, which has been recognised but based on minimal data. *Details: <http://lei.sr?a=w6R4B>*



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S&P Architects drew up the centre's design

## £19m Everyone Active Acton Centre completed

Ealing Council's £19m redevelopment of Acton Town Hall in west London is complete, with the new leisure centre opening 19 April following more than 22 months of construction.

The comprehensive redesign – drawn up by S&P Architects and carried out by Willmott Dixon – has resulted in the addition of a 100-station gym, eight-lane 25m swimming pool, 12m training pool with movable floor, two dance studios and a library.

To celebrate the completion, operator Everyone Active is hosting a free open day on Saturday 10 May. The day will be hosted by sports presenter Steve Parry and will see a number of team GB swimmers in attendance. *Details: <http://lei.sr?a=T6s6q>*

## Leisure development activity soars to 11-year high

The UK's economic recovery has received a welcome boost from the leisure industry, with development activity in the retail and leisure sector reaching a record high, according to new data.

The latest research from property agent Savills found that 32 per cent of respondents to its monthly survey reported a rise in retail and leisure activity in March, the sector's highest score since 2003.

Developers are also optimistic that there is more to come, with 30 per cent saying they expect growth over the next three months. This compares to the net balance of 35 per cent of respondents who said the same thing in February.

The survey breaks the UK down into three regions (London, the South East and rest of the UK), with the trio all reporting March activity growth – continuing a trend that has run for the past 19 months.

Another recent report noted that the UK leisure industry was one of the most resilient during the recent recession, with spending on recreational and cultural services rising by 0.2 per cent per annum, while total household spending contracted 0.2 per cent. *Details: <http://lei.sr?a=B5P6f>*

## Hull in the running for £30m concert arena

Hull's crowning as the UK City of Culture 2017 could be capped with a new £30m concert arena and hotel that the city hopes could hold major cultural events like the BAFTAs and Brit Awards.

Hull City Council has reportedly identified two derelict city centre sites which could be used for an 8,000-capacity entertainment complex – with councillors meeting BBC director general Tony Hall last week to discuss the programme of cultural events for 2017.

A senior council source has been reported by local media as saying the city would bid to host national television events if the plans come to fruition, as well as rival Leeds' new First Direct Arena in its



The site could host the BAFTAs and The Brit Awards

ability to draw world-famous musicians. The Leeds venue has so far hosted stars such as Rod Stewart and Bruce Springsteen since launching in July 2013. *Details: <http://lei.sr?a=F8M4A>*

## Stoke intu expansion gets green light

Council bosses have agreed to sell land to a shopping centre in Stoke to facilitate a £20m expansion leisure project.

Despite blocking a similar deal 18 months ago, Stoke-on-Trent City Council plans to sell off 537sq m (5,780sq ft) of land at Quadrant Road to intu Potteries for £180,000.

The 60,000sq ft expansion – called The Hive and incorporating the newly purchased land – will feature five restaurants and a Cineworld, but the council's earlier refusal to sell the land forced developer intu to scale back original plans for the land.

The city council last year revealed the original land deal would have put it in breach of its contract with Realis Estates, the developers behind another proposed £350m shopping complex on the site of the former bus station. Outline planning permission for the City



The Hive will feature five restaurants and a Cineworld multiplex

Central development lapsed in February 2014 but Realis and the council have insisted it will still go ahead. Those proposals were originally due for completion next year and included a department store, multi-screen cinema and an 80-bedroom hotel, in addition to more than 70 shops and restaurants. *Details: <http://lei.sr?a=a3u9Q>*

## £6m hotel and gym to replace derelict bowling alley

Work has begun on a new £6m hotel and gym facility in Harrogate town centre.

Pure Gym and Travelodge will occupy the mixed-use development, including a 70-bedroom hotel and a 16,900sq ft gym facility respectively. Leeds-based Gregory Property

Group bought the former bowling alley in 2011 and secured planning approval to redevelop the site in February 2013. It's agreed a 25-year lease with Travelodge to operate the hotel plus a 15-year lease with Pure Gym for the fitness facility. *Details: <http://lei.sr?a=3w5X5>*



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operates with centres' interest at heart. Proof, if needed, comes in the form of its most recent centre survey, which indicated that 95 per cent of centres would recommend CYQ to another training provider.

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The introduction of the raising the participation age (RPA) policy means that 16-year-olds will be required to participate in education until the end of the academic year in which they turn 17. From 2015, 17-year-olds will be required to participate in education until the end of the academic year in which they turn 18.

All learners in full or part-time education aged 16-19 are expected to follow a study programme tailored to their individual needs, education and employment goals – including learners who have particular

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Centres are also welcome to deliver any of the qualifications included separately to form part of their own study programmes.

## Apprenticeships

The government committed to providing an additional £40m for 20,000 more new apprenticeship starts over the 2013/14 and 2014/15 academic years in the official 2013 Autumn Statement.

CYQ is once again ready and willing to support this target by offering apprenticeship framework packages and supporting resources that meet the requirements of the Active Leisure Learning Apprenticeship Framework at Level 2 and Level 3.

These include:

- intermediate instructing exercise and fitness
- intermediate activity leadership



All learners aged 16-19 are expected to follow a study programme.



96% of learners would recommend their CYQ qualification to a friend.



**"I feel CYQ offers the best and most specifically dedicated awarding organisation service for the fitness industry. I would have no hesitation in recommending CYQ to other training providers." Noel Munnis, N3C Leisure Solutions**

- intermediate leisure operations
- advanced fitness
- advanced leisure management.

With options available to challenge learners new to the industry as well as those looking to boost their careers, this exciting addition to CYQ's provision will further nurture the calibre of employees in facilities right the way across the UK.

All of CYQ's apprenticeship packages include the requisite components of the apprenticeship frameworks, which are set out in the Specifications of Apprenticeship Standards for England (SASE).

These include:

- competency-based qualification
- knowledge-based qualification
- employee rights and responsibilities
- functional skills
- personal learning and thinking skills

Functional skills provide apprentices with the practical skills required in everyday life, education and the workplace. They cover English, maths and information and communication technology and supplement the vocational component of an apprenticeship, helping apprentices to grow in confidence and maximise their future training and employment prospects.

CYQ has teamed up with the Scottish

Qualifications Authority (SQA) to deliver the functional skills element of the apprenticeships frameworks. SQA is an experienced awarding organisation with a global reputation for quality and service.

The apprenticeship packages also include the Level 2 and Level 3 Award in Employment Awareness in Active Leisure and Learning. Two outstanding eLearning products have been developed for learners to get the very most out of these qualifications. They reflect what learners entering the world of work will need to know in order to maximise their effectiveness as an employee, as well as giving an understanding of the wider context of the active leisure and learning sector. With a host of interactive quizzes, accessible product design, videos and careers advice - including leading industry figures - this resource is the perfect platform to support the development of a successful career in the active leisure industry.

### Exceeding expectations

In addition to the trusted service guaranteed by CYQ, an extensive range of supplementary benefits are also on offer, adding exceptional value for centres.

Amanda Parker, a PE teacher at Collingwood College said: "The range of

qualifications on offer will suit any type of centre. The staff are friendly and professional and offer a quality service. I have been running a CYQ course for a number of years and I have to say I can only feedback with positive comments."

**Choose CYQ and benefit from:**

- all-inclusive apprenticeship packages
- first-class centre training and support
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Whether you're already working with CYQ or considering becoming an approved centre, our dedicated business development and approvals team is on hand to get your centre up and running as quickly and efficiently as possible. CYQ works successfully with centres from a number of areas including colleges, universities and private training providers. Your centre could be the next to benefit from such a wonderful service and outstanding offering.

Contact Lori Randall or Alex Carr if you'd like to discuss delivering CYQ qualifications or for further information, visit [www.cyq.org.uk/](http://www.cyq.org.uk/) or call 020 7343 1800.

# How to approach a career in leisure

Parental pressure, high tuition fees and uncertainty about the future can make choosing your career a thankless task. Luckily the leisure industry provides options that everyone can pursue



People skills play a large role in leisure success

**W**ith the green shoots of recovery finally starting to disperse the economic gloom, now is certainly a good time to be considering pursuing a career in the leisure industry.

Unlike some industries, leisure continues to hold its ground in a landscape of economic uncertainty, with the latest survey from property agent Savills finding that

32 per cent of respondents reported a rise in retail and leisure development activity in March, the sector's highest score since 2003.

The forecasts are equally bright for the months ahead, with further development likely to lead towards more employment opportunities. But with competition for jobs often fierce, it's important to consider which role would be ideal for you and evaluate the best training route towards this.

## Decisions, decisions

Research from banking group Santander reveals just how tough making a career choice can be. Conducted among 1,000 people, its study showed that 79 per cent of pre-university students believe that a degree provides the best long-term career prospects. But that leaves a potential 21 per cent of people who believe that there are other ways you can build a career.

### CASE STUDY

#### Harrison Bright, 20

##### Where are you working and what is your position?

I work at Xchange Fitness in Hitchin as an apprentice gym instructor.

##### What does your day-to-day role include?

Running training sessions, greeting members, maintaining machines and carrying out inductions for new members.

##### What attracted you to the leisure industry?

I've been interested in fitness for a long time and love interacting with people, so the chance to combine the two and help people achieve their fitness goals really appeals to me.

##### What attracted you to this particular sector?

Again the fitness aspect was a big draw, but I didn't want to go to university so the fact that I could undertake vocational training to reach my goal also played a part.

##### How easy was it to find a job?

I did work experience for four months while I was studying and then when I finished in September 2013, I asked Xchange if they'd take me on as an apprentice. Luckily they agreed.

##### How did you enter the industry? What training course did you do before your first job?

I did a level 2 sports BTEC at college, which also provided me with masseuse and first aid qualifications. Now I'm doing an



Active IQ level 3 course in fitness instruction.

##### How well do you think your training prepared you for a career in leisure?

My training definitely prepared me with the knowledge that I needed to step forward into the industry. I was also quite shy before so the course gave me the confidence to engage better.

##### What advice would you have for school leavers looking to get into the industry?

Explore your options – there are lots of different

courses so it's important to identify the right one for you while bearing in mind the area you ultimately want to work in.

##### Is there anything you would do differently if given the chance?

I've started out at the bottom, so maybe if I'd worked a bit harder at school I may have been able to progress quicker.

##### Is working in the leisure industry what you expected?

The practical nature of my college course gave me a good grounding and meant I was well prepared for the levels of interaction and understood the importance of treating people with respect.

##### What are the best aspects of the leisure industry?

Working in a field I enjoy and find fascinating, while helping people to progress and reach their fitness targets. Also the fact that it's open to everyone and doesn't necessarily require a degree.

##### And the worst?

The wages aren't great when you're an apprentice and I'm not a very big fan of cleaning, although that doesn't get me out of it!





Graduates entering the industry have to be flexible and willing to work in a variety of roles, ranging from sales and marketing right through to aquatics coaching

Fortunately, the leisure sector offers various options to both school leavers and graduates to gain a foothold on the career ladder - potentially making the difficult choice a little less stressful.

### Options for all

Vocational programmes are available from a variety of providers, offering specific entrance points to young people. Each of the

**“Employers will also be looking for practical examples of interest in the industry”**

programmes aims to enhance both students’ professional experience and allow them to gain certified accreditation in a specific field.

Providers include the likes of The Training Room which is able to provide training and qualifications, while companies like Lifetime Training are able to set students up with apprenticeships, giving them the chance to earn as they learn in leisure capacities. Often these apprenticeships will

### Laura Swarbrick, 24

#### Where are you working and what is your position?

Physiotherapist working part time in the NHS, at a private sports clinic and a national division two rugby team.

#### What does your day-to-day role include?

Predominately assessing and treating patients in clinic. However, I also run a number of pilate’s classes and provide pitch-side first aid at rugby games.

#### What attracted you to the leisure industry?

I enjoy helping people achieve a healthy lifestyle and enabling people to participate in sports post-injury.

#### What attracted you to this particular sector?

Being a keen sports player growing up, I saw the importance physiotherapy can have in achieving goals. The leisure industry allows you to work with highly motivated people.

#### How easy was it to find a job?

Lots of people struggle post-training, but if you commit to volunteering and build your experience there are always jobs out there.

#### How did you enter the industry? What training course did you do before your first job?

I completed a three-year BSc Physiotherapy degree at Keele University. Once qualified, I then went on to further my training in pilates, pitch-side first aid and acupuncture.



#### How well do you think your training prepared you for a career in leisure?

During my degree we had to complete a number of placements within the NHS which helped my skills. However, these were not in the sports industry so when I qualified and wanted to go into the leisure industry, I took it upon myself to volunteer and did lots of shadowing of experienced clinicians.

#### What advice would you have for school leavers looking to get into the industry?

Get as much work experience as you possible can. Physiotherapy is a tough course and you need to be ware of what it entails.

#### Is there anything you would do differently if given the chance?

I would have taken a gap year before starting university. I love my job and what I am doing now to build my career, but I would find it hard to take a break. Also, physiotherapy is an intense course at university so you have to be committed to put the hours in.

#### Is working in the leisure industry what you expected?

Like any jobs there are good and bad days but predominantly yes. I get to work with a variety of people and broaden my skills.

#### What are the best aspects of the leisure industry?

It is such a large industry to work in, so I am able to expand my career in many different ways which is exciting.

#### And the worst?

Working in a number of roles means lots of long hours and travel.

➤ result in students gaining new and highly-valuable certified qualifications.

At the other end of the spectrum, large organisations are often keen to make use of graduates with a well-rounded knowledge of the leisure industry and therefore provide management schemes for those with a degree to develop leading positions within their businesses. These schemes are available across different leisure sectors, ranging from health and fitness, right the way through to the hospitality and attractions sectors.

Some of the most popular graduate management schemes include those offered by Merlin Entertainment for attractions and Parkwood Leisure for health and fitness, while most large hotel management companies also offer numerous opportunities for graduates to develop managerial roles.

## The extra mile

But as with most industries, qualifications can only get prospective employees so far and the same goes for leisure. Those looking for a job in the field will also need to be able to demonstrate other qualities, as well as a genuine interest in the area of work that they're applying to do.

Employers will also be looking for practical examples of interest in the industry and



Newly-qualified students will often look for work in entry level positions such as personal training

many young people choose to undergo work experience or volunteering to prove they're keen on building a life in leisure.

With that in mind, we take a look at three young people working in an around the leisure industry to find out how they got to

where they are and the recommendations that they would make to people beginning to plan their future career.

And to keep up to date with the latest leisure news and jobs, log on to [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

## Cal Roberts, 24

### Where are you working and what is your position?

I work for a city rehabilitation team as an occupational therapy assistant.

### What does your day-to-day role include?

I assess 'service users' requiring occupational therapy intervention. This involves self-allocating cases, learning their medical and social history, then going out to complete an assessment and making recommendations.

### What attracted you to the leisure industry?

A desire to help people and actively support in health and wellbeing.

### What attracted you to this particular sector?

My aim is actually to become a physiotherapist and I took my current position with a view to gaining experience, as it's difficult to get a role in physiotherapy. Physical wellbeing is crucial in almost everything we do in life, ties in closely with psychological wellbeing and therefore is important to health in general.

### How easy was it to find a job?

It was hard to find the exact role I wanted, so I jumped at my current job as a springboard towards physiotherapy. While not in the exact field I intended to work in there is a lot of relevance.

### What training course did you do before your first job?

My degree is BSc Sports Therapy and having worked with various



sports clubs realised that I would prefer to work within physiotherapy.

### How well do you think your training prepared you for a career in leisure?

Reasonably well, it covered a lot of key areas relevant to my current role and I believe the same will be true to physiotherapy. But as with any job, there is a lot you still need to learn on the job and experience is the only way to this.

### What advice would you have for school leavers looking to get into the industry?

Study hard in college to get on the exact course you want to avoid having to take the long winded route that I have. Also, look to gain experience in related areas, it's good to know what else there is out there that is complimentary to what you want to do.

### Is there anything you would do differently if given the chance?

I would have worked harder in college to obtain the grades required to enter on a BSc Physiotherapy degree.

### Is working in the leisure industry what you expected?

For me it was. I'd read up on the challenges faced in my role so you go in with an awareness of these issues.

### What are the best aspects of the leisure industry?

Meeting new people and making a positive change to their lives.

### And the worst?

I work outdoors a lot travelling to clients' homes for assessments and it isn't much fun trekking out in the winter!



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Our graduates have achieved jobs with organisations such as the English Institute of Sport, The Football Association, London Wasps, and the media agency Perform.

Through the development of a range of sporting activities we support students, staff, the community and industry in the achievement of sporting aspirations. There are plenty of opportunities to engage with industry and the community and we actively encourage students to get involved.

Over the past decade, we have created a valuable network of local, regional and national partnerships with clubs, associations, public and industrial bodies, firmly placing us at the centre of sporting life in the region.

We currently have links with Wycombe Wanderers Football Club, The Football Association (The FA), Rugby Football Union (RFU) London Wasps Rugby Club, Surrey United Basketball, Berks, Bucks and Oxon

Golf Partnership, Bisham Abbey, plus local authorities, commercial providers and coaching-related services.

The University gym\* is one of the best-equipped exercise facilities in the area and includes touchscreen cardio machines, a full audiovisual entertainment system and interactive exercise equipment. Our fitness centre offers a range of sports and exercise facilities, including a sports hall, gym, human performance laboratory, treatment room and a dance studio. The facility is fitted with cardio, resistance and loose fitness equipment, while we also host regular exercise classes which are designed to suit all interests.

Thanks to the Sport for Fun project and the University Big Deal package, Bucks students can participate in a wide range of sports, exercise and recreational activities for free.\* Over 40 different sports teams play competitively at Bucks New University, and through the Big Deal, students can participate in their chosen sport knowing that their kit and team membership costs are covered by the scheme.

We involve staff from our industry partners in our lecture programmes, visits, work-based experience and other elements of delivery. The valuable insight they offer gives a more rounded experience to your chosen course, which will help you to develop the skills that are vital to ensure success in the workplace.

\*Please note that the Big Deal benefits package does not include free use of the University gym.

**"Our graduates have achieved jobs with organisations such as the English Institute of Sport, The Football Association, London Wasps, and the media agency Perform."**



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## OU course delves deep into football business

The Open University (OU) and The Football League Trust have teamed up to launch a free online short course offering a unique insight into the business and complexities behind the beautiful game.

The Business of Football will be available free of charge to the general public via the OU's free learning website OpenLearn. The course will draw on academic perspectives and interviews with those working in football at traditional clubs, such as Chesterfield and new ones, such as MK Dons, with interactive resources that will be offered to participants on a weekly basis.

Lectures will analyse how the football business has expanded to become an influential global network, how power relationships have played a part in shaping this, and what makes working in football completely unique compared to any other business.

"Parallels between business and football are often drawn through themes of commitment, motivation, team dynamics and the need for effective leadership and management," said OU Business School dean professor Rebecca Taylor.

"Our course goes one step further and looks at the business of football; a lens through



Sir Alex Ferguson was a master of business in football

which to understand the challenges and opportunities of running a commercial and international operation in what is a high-profile and often volatile industry."

As part of the new tie-up with The Football League Trust, the OU will also be launching a Business Management (Sport and Football) bachelors degree, in which students can apply business tactics to the global game, selecting business and sports modules to match their career ambitions.

Details: <http://lei.sr?a=k7P8h>

## The first step to sporting participation



**IAN TAYLOR**  
is chief executive  
at Skills Active

The first stage of the All-Party Commission on Physical Activity report: *Tackling Physical Inactivity*, makes recommendations to address the harmful levels of inactivity in the UK. The population's sedentary lifestyles pose a serious threat to health, wellbeing and life expectancy which in turn puts a huge burden on public services.

The study found that only 51 per cent of children achieve the recommended 60 minutes of daily exercise. This figure decreases dramatically by the time they reach adulthood. Only 22.5 per cent of adults perform half an hour of exercise a week; the recommended amount is 150 minutes per week of moderate physical activity in bouts of 10 minutes or more.

Industry professionals are critical in addressing this problem at every stage of life. In order to maintain the recommended levels of activity into adulthood physical activity, exercise and sport experiences must motivate and inspire children. By delivering physical activity for children, professionals have the responsibility to ensure that they arm them with the necessary physical literacy from a young age, consequently leading to sustained participation at a later stage of life.

In terms of instructing adults, professionals need to ensure that they regularly update their qualifications and experience to address health issues which are affecting much of the population. Rising obesity and physical illiteracy require that exercise professionals keep updating their skillset to manage these challenges which more clients are presenting. Many obese adults with low levels of physical literacy have received medical referrals and have to be taught very basic skills.

The report highlights that, for the first time in history, the current generation of young people is expected to die five years younger than their parents. It has never been more important to engage today's young people in physical activity and keep them engaged with the best professional advice which can be found through a professional register.

## Volunteers set for Tour de France UK leg

Thousands of volunteers are gearing up for the ride of their life after being selected to become the first ever Tour Makers for the UK leg of the 2014 Tour de France.

Tour Makers will operate as the volunteer force to welcome millions of visitors when the Tour de France's Grand Départ begins with two stages in Yorkshire on 5-6 July, followed by a third stage from Cambridge to London on 7 July.

Official applications have now been completed and almost 12,000 people have been named as successful applicants who will become Tour Makers for the duration of the UK leg of the tour.

The next step for volunteers is to complete an online event training module before attending motivational training and uniform collection days in May and June.

Tour Maker roles include wayfinders at transport hubs, route marshals, flag marshals and crossing marshals along the route. Volunteers will be allocated roles by the TDFHub2014, which is the delivery partner for the entire programme.



Yorkshire will stage part of the Tour de France for the very first time

"The team are really looking forward to working with the Tour Makers and getting to know them over the next few months as they go through the training process," said Nicky Roche, chief executive of TDFHub2014. "The standard of applications was incredibly high, and I know that come July we will have a team of incredible, talented Tour Makers ready to welcome the world to Tour de France in the UK."

Details: <http://lei.sr?a=V4U8u>

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Dianne Eade, Newquay Zoo  
Head of Finance, Human Resources and Administration



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**We have a variety of different roles and different contracts to suit everyone.**

We have our successful two-year **Trainee Manager Scheme** which is a great opportunity for graduates to learn about all aspects of the leisure industry; our Recreation Apprentice Scheme for those of you who aren't graduates; **full and part-time, permanent** roles as a gateway into a fulfilling career, and; **casual vacancies** that are perfect for when you're still studying as you can work as many or as little hours to suit you.



To find out more about our roles and to apply, visit: [www.glljobs.org](http://www.glljobs.org)  
Or for live jobs go to: [www.leisureopportunities.co.uk/jobs/GLL](http://www.leisureopportunities.co.uk/jobs/GLL)



GLL are an equal opportunities employer and applications are encouraged from all sections of the community.

## SANDWELL LEISURE TRUST

Sandwell's Partnership's vision for the Borough in 2021 is: "Sandwell; great people, great place, great prospects". One of the partner's shared priorities is 'Active and Well People' and SLT plays a key role in the delivery of this priority.



*The Trust's mission is to "Create an Active Sandwell"*

### Facility Manager - Full time

Haden Hill Leisure Centre, Cradley Heath  
Starting Salary £37,578pa plus benefits package

#### The Successful Candidate will:

- Be highly motivated, experienced leisure operations professional
- Have staff, financial, premise and pool management experience
- Be committed to customer service and service improvement
- Be able to meet challenging targets

**Closing Date:** Monday 12th May 2014 at 9.00am

**Shortlisting:** Week Commencing 12th May 2014

**Interviews/Assessment Centre:** Week Commencing 2nd June 2014

To find out all you need to know and more visit  
[www.slt-leisure.co.uk](http://www.slt-leisure.co.uk) or email [trustjobs@slt-leisure.co.uk](mailto:trustjobs@slt-leisure.co.uk).

Quote ref SLT 555



North Hertfordshire College is at the forefront of a movement to create recognised Entrepreneurial Colleges over the next five years. This will only be achieved with the direct input from a dedicated staff team. We have recently recruited additional expertise and capacity to support the changing model of curriculum delivery that has been successful in changing the future of FE and we now have the following vacancy:

NHC are proud to be a member of the Gazelle Colleges Group



### Leisure Facilities Manager

Full time, permanent

Salary range £21,144pa – £23,213pa

The College is looking for a Learning Company Manager with the experience, knowledge and capability to manage the Sports Centre team, build and manage 'The Edge' Learning Company and drive performance against agreed commercial and curriculum measures.

They will also effectively lead and manage the Sports Facilities team to ensure the operation of all sports and fitness facilities to the highest standards in order to assist in maximising access opportunities for North Hertfordshire College students, staff, and community aligned to the College, Academy and Sports Department strategic policies.

**Closing date for all positions:** 25th April 2014

**Interview date:** TBC

Please visit our website [www.nhc.ac.uk](http://www.nhc.ac.uk) to download the job description and to apply on-line.

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and our staff share in this environment



CREATE | BELIEVE | SUCCEED

## LANCASTER CITY COUNCIL

Promoting City, Coast & Countryside

### HEALTH AND HOUSING SERVICES Active Health Officer

**The current salary grade for this post is:  
£17,333 - £21,734 per annum, pro rata**

Note the Council is currently reviewing its pay and grading structure and the salary may be subject to change.

**VAC REF: 02\_14**

We are looking for a suitably qualified and experienced person to join our Active Health Team at the Salt Ayre Sports Centre, motivating clients with a range of co-morbidities and medical conditions to become more physically active. You will also teach low level exercise classes.

Essential: Exercise Referral Qualified and a minimum of Level 2 Fitness Instructor, subject to DBS check. Fixed term until 31 March 2016, 30 hours per week on a variable shift rota, including weekends.

Please contact the Active Health Manager on 01524 847540 (ext. 206) for an informal discussion.

**WE ONLY ACCEPT COMPLETED APPLICATION FORMS.  
PLEASE DO NOT SEND A CV AS THIS WILL NOT BE CONSIDERED.**

**Closing date: Tuesday, 13th May 2014**

**For an application form and further details please  
apply online or e-mail [recruitment@lancaster.gov.uk](mailto:recruitment@lancaster.gov.uk)  
if you do not have access to the internet telephone  
01524 582176 (24 hour answering service).**



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[www.lancaster.gov.uk/jobs](http://www.lancaster.gov.uk/jobs)

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### FORTHCOMING ISSUES:

**13 MAY**

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WEDS 4 JUNE 2014



**TO ADVERTISE** Contact the

Leisure Opportunities team on

**t: +44 (0)1462 431385**

**e: [leisureopps@leisuremedia.com](mailto:leisureopps@leisuremedia.com)**





## General Manager

Location: London, W12,  
Salary: Competitive  
Contract: Full Time - Permanent  
Closing date: 07 May 2014



### About KidZania London

KidZania is an interactive child-sized city which combines inspiration, fun and learning through realistic role play for children aged four to fourteen. Kids independently explore a child-sized city and have over 60 exciting establishments to visit which each offer a unique role play opportunity. There are a core number of anchor establishments, which include a Bank, Hospital, Supermarket, Department Store, Post Office, Police Station, Fire Station, Airline, and Theatre and these are present in all the KidZania's worldwide, and each of the 60 establishments has its' own partnership/sponsorship opportunities.

By blending education with entertainment, KidZania provides an authentic and powerful developmental experience, preparing children to understand and manage their real world. Through each activity, children learn about financial literacy, careers, team work, independence, self-esteem and real-life skills.

KidZania London is scheduled to open late 2014 and is currently in the construction phase and will be located within the prestigious shopping mall, Westfield London, located at Shepherd's Bush W12.

### About the Role

We are recruiting for a General Manager to manage the day to day operations at KidZania London in order to grow the business and enhance the reputation of the company. This role will lead the operational team at KidZania London to deliver a fantastic educational experience to all of our visitors. Managing a large team, you will ensure we have the right level of supervision in line with the occupancy levels within the centre, whilst ensuring the team is highly motivated and engaged. Health and safety will also play a key part of this role.

### About You

You will have robust operational experience in the entertainment, leisure or hospitality industries and will have managed a large team (+200 employees). Having managed financial budgets, you will be able to analyse financial and visitor attendance information and be able to work through complex issues. You will be a competent and credible proven people manager and leader who can inspire and engage a large team to deliver results. Educational experience would also be advantageous.

Please email a copy of your CV and cover letter, which includes salary expectation, with your application to [careers@kidzania.co.uk](mailto:careers@kidzania.co.uk)

Applicants must be eligible to work in the UK to apply for this position.

Due to the number of applications we receive, we are unable to reply to all applications submitted. If you do not hear anything from us within four weeks, please assume your application has been unsuccessful on this occasion.

## OPERATIONS / VISITOR SERVICE MANAGER

Salary £26,000 - £29,000 dependant on experience + Performance related bonus and other benefits.



Blackpool Zoo is one of the UK's most established medium sized zoos, and in recent years the zoo has gone through a rapid modernisation and development process.

The Zoo is operated by Parques Reunidos, one of Europe's largest leisure and attraction operators which specialises in the tourism/leisure sector.

We are currently seeking an Operations/Visitor Service Manager, dedicated to giving our visitor's a great day out. Working with other department managers to ensure a smooth and efficient operation for all visitors and employees, ensuring visitor satisfaction is maintained at the highest possible level, ensuring that the experience includes high quality efficient, courteous and helpful service to visitors in all areas. Reporting to the Zoo Director on a day-to-day basis you will be part of the senior management team.

The operations/visitor service manager must have the ability to maintain and build upon our reputation, ideally coming from an environment where health and safety and customer service are paramount.

The role will involve motivating and managing a team, dealing with visitors, personnel, accounting and facilities.

The ideal candidate will also have the ability to self-motivate and problem solve and enjoy working in a busy environment.

You will be an experienced senior leisure professional, an accomplished and experienced team leader. You will understand leisure best practice in the UK and or Europe and have delivered steady growth and innovative commercial developments, IT literacy, planning and presentation skills are essential.

Closing date 15th May 2014

Please send a detailed CV and covering letter to Mrs Anita Bubbins, Personnel Manager, Blackpool Zoo, East Park Drive, Blackpool, Lancashire. FY3 8PP or by email to [anita.bubbins@blackpoolzoo.org.uk](mailto:anita.bubbins@blackpoolzoo.org.uk)



## Attraction Duty Manager

Salary: £20k - £22k  
Bournemouth, United Kingdom

We are looking for a Duty Manager to join our new team at RockReef on Bournemouth Pier for its first season.

RockReef is a new exciting Adventure Activity Attraction opening on Bournemouth Pier. The venue will include a high ropes course, themed fun climbing walls, an indoor caving system as well as the first pier to shore zip-line, starting from 20 meters above the pier and landing 250 meters away on the beach.

We are recruiting for a senior position in RockReef that will have many and varied duties including day to day management, rota scheduling and team training. Full training will be given for all the elements and the major part of any duties will be training the new team in operating procedures, monitoring closely ongoing operations and taking full responsibility for 100% compliance to operating procedures.

You will also be expected to be the face of RockReef, taking control of group leaders, VIP's and customer expectations so a sunny, outgoing personality is a must

Although full training will be given, some passion or experience of outdoor activity will be useful, with Leadership and managerial skills being essential.

For more details and to apply visit: <http://le.sr?a=x5b06>

For more details on the following jobs  
visit [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)  
or to advertise call +44 (0)1462 431385



#### Duty Manager

Company: Everyone Active  
Location: Studley Leisure Centre, UK

#### Team Leader/Relief

##### Duty Manager

Company: Everyone Active  
Location: Stratford Upon Avon, UK

#### Volunteer Academy

##### Coordinator

Company: Loughborough University  
Location: Loughborough, UK

#### Maintenance Technician

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Membership Manager

Company: Everyone Active  
Location: Epping, UK

#### Active Communities Officer

Company: Stratford-on-Avon DC  
Location: Stratford-on-Avon, UK

#### Team Leader

Company: Everyone Active  
Location: Northolt, UK

#### Membership Sales / Crew Member

Company: énergie group  
Location: Long Eaton, UK

#### Sport Competition Coordinator

Company: Loughborough University  
Location: Loughborough, UK

#### Crew Member/ Fitness Instructor

Company: énergie group  
Location: Long Eaton, UK

#### Club Manager

Company: énergie group  
Location: Long Eaton, UK

#### Leisure Facilities Manager

Company: North Hertfordshire College  
Location: Hertfordshire, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Fitness Motivator

Company: Everyone Active  
Location: London, UK

#### Deputy General Manager

Company: Center Parcs  
Location: Wiltshire, UK

#### Membership Sales Advisor

Company: Everyone Active  
Location: Nottinghamshire, UK

#### Customer Service Supervisor (Front of House)

Company: GLL  
Location: Brixton, London, UK

#### Swimming Teachers

Company: Community Swimming  
Location: London and the South, UK

#### Duty Manager

Company: GLL  
Location: Brixton, London, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Manchester, City Tower, UK

#### Customer Service Advisor

Company: GLL  
Location: Chingford, UK

#### Fitness Instructor

Company: GLL  
Location: Rivermead, UK

#### Strategic Lead - Organisational Development

Company: Sport Cheshire  
Location: Northwich, UK

#### Duty Manager - Facilities

Company: Aspire  
Location: Stanmore, London, UK

#### Sales Advisor

Company: GLL  
Location: Crystal Palace National  
Sports Centre, UK

#### Development and Support Officer

Company: Sport Cheshire  
Location: Northwich, UK

#### YMCAed Sales Executive

Company: YMCAed  
Location: Central London, UK

#### Personal Trainer - Freelance

Company: Everyone Active  
Location: Watford, UK

#### Funding for Careers in Fitness

Company: Amac Training Ltd  
Location: South East, UK

#### Dry Attendant - Part time

Company: Everyone Active  
Location: Loughton, UK

#### Golf Course Manager

Company: Glendale Golf  
Location: Portsmouth, UK

#### Pilates Instructor

Company: Matt Roberts  
Location: Belgravia - London, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Bristol, UK

#### Personal Trainers - Freelance

Company: Everyone Active  
Location: Loughton, UK

#### Fitness Instructor

Company: GLL  
Location: Abbey Leisure Complex, UK

#### School Leisure and

##### Sport Managers

Company: School Lettings Solutions  
Location: Various, UK

#### Strategic Lead - Physical Activity and Health

Company: Sport Cheshire  
Location: Northwich, UK

#### Lifeguard - Part Time Hours

Company: Everyone Active  
Location: Studley Leisure Centre, UK

#### UK Sales Director

Company: Pavigym UK  
Location: UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Duty Manager

Company: Everyone Active  
Location: Southam Leisure Centre, UK

#### Swimming Teacher

Company: Everyone Active  
Location: Studley Leisure Centre, UK

#### Impact Sales Consultants

Company: Alliance Leisure  
Location: Nationwide, UK

#### Freelance Personal Trainer

Company: Everyone Active  
Location: Ware, UK

#### Sales Advisor

Company: GLL  
Location: Southwark, UK

#### Club Development Manager

Company: Wimbledon Racquets and  
Fitness Club  
Location: London, UK

#### Duty Manager (Leisure Centre Supervisor)

Company: GLL  
Location: Eltham, London, UK

#### Services Manager - West Hall

Company: Anchor  
Location: West Byfleet, UK

#### Assistant Leisure Club Manager

Company: Tudor Park Marriott Hotel  
Location: Bearsted - Maidstone

#### Personal Trainers

Company: Everyone Active  
Location: Acton, London, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Nottingham, UK

#### Health and Fitness Supervisor

Company: GLL  
Location: Kings Cross, London, UK

#### Fitness Motivator

Company: Everyone Active  
Location: Sutton, UK

#### Leisure Attendant - Full Time

Company: Everyone Active  
Location: Loughton, UK

#### Duty Officer

Company: Charterhouse Club  
Location: Godalming, Surrey, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Newbury, UK

#### Promotional Staff

Company: énergie group  
Location: Hemel Hempstead, UK

#### Membership Sales Advisor

Company: énergie group  
Location: Hemel Hempstead, UK

#### Services Manager - Bishopstoke Park

Company: Anchor  
Location: Southampton, UK

#### Fitness Instructor (P & FT)

Company: énergie group  
Location: Hemel Hempstead, UK

#### Club Manager

Company: énergie group  
Location: Hemel Hempstead, UK

#### Promotional Staff

Company: énergie group  
Location: Long Eaton, UK

#### Personal Trainer

Company: énergie group  
Location: Long Eaton, UK

#### Membership Sales Advisor

Company: énergie group  
Location: Long Eaton, UK



**Membership Sales Advisor**

Company: énergie group  
Location: Warrington, UK

**Personal Trainer**

Company: énergie group  
Location: Hemel Hempstead, UK

**Assistant Manager**

Company: Powerleague  
Location: Various, UK

**Activity Centre Manager**

Company: énergie group  
Location: Bracknell, UK

**Fitness and Customer Services**

**Operations Manager**  
Company: Kirklees Active Leisure  
Location: Huddersfield, UK

**Sports Club Duty Manager**

Company: Monkton Combe School  
Location: Bath, Somerset, UK

**Spa / Beauty Therapists**

Company: Bedford Lodge Hotel  
Location: Suffolk, UK

**Multiple Tutor and Assessor roles**

Company: YMCAfit  
Location: Birmingham & Leicester, UK

**Technical Manager**

Company: Borders Sport and Leisure Trust  
Location: UK

**Duty Reception Manager**

Company: The Glassworks Health Club  
Location: cambridge, UK

**Beauty Therapist**

Company: The Glassworks Health Club  
Location: Cambridge, UK

**Fitness Instructor -**

**Consultant - Freelance**  
Company: NRG Gym Limited  
Location: Watford / Gravesend, UK

**Golf & Squash**

**Complex Manager**  
Company: Fusion  
Location: Bedfordshire, UK, UK

**General Manager**

Company: Fusion  
Location: Braintree, Essex, UK

**Dry Operations Manager**

Company: Fusion  
Location: Southwark, UK

**Operations Manager**

Company: Fusion  
Location: Hounslow, UK

**General Manager**

Company: Fusion  
Location: Across South London, UK

**Area Sales Managers (South)**

Company: Fitness Systems  
Location: South, UK

**Facility Manager**

Company: Sandwell Leisure Trust  
Location: Cradley Heath, West Midlands, UK

**Personal Trainer**

Company: Pure Gym Limited  
Location: Stoke, UK

**Gym Manager**

Company: Rivers Health and Fitness  
Location: Tilehurst, Reading, UK

**Activity Coach**

Company: Everyone Active  
Location: Daventry, UK

**2 Female Fitness Instructors**

Company: Inner Beauty  
Location: Essex, UK

**Swim Lesson Manager**

**/ Duty Manager**  
Company: Everyone Active  
Location: Southam Leisure Centre, Warwickshire, UK

**Action Challenge Instructor**

Company: Center Parcs  
Location: Cumbria, UK

**Instructors**

Company: Les Mills  
Location: London, UK

**General Manager**

Company: Fusion  
Location: Enfield, UK

**Customer Relations Manager**

Company: Fusion  
Location: Brockwell Lido, Lambeth, UK

**Customer Relations Manager**

Company: Fusion  
Location: Brockwell Lido, Lambeth, UK

**Duty Manager**

Company: Potters Leisure Resort/Palms  
Location: Norfolk, UK

**Commercial Director Golf**

Company: Glendale Golf  
Location: S East or Central England, UK

**Gym Instructor/Lifeguard**

Company: Potters Leisure Resort/Palms  
Location: Norfolk, UK

**Aerobics/ Gym Instructor**

Company: Potters Leisure Resort/Palms  
Location: Norfolk, UK

**Personal Training Co-Ordinator**

Company: Fresh Fitness  
Location: Skegness, Lincolnshire, UK

**Intensive Personal Trainer**

Company: Lifetime  
Location: Nationwide

**Personal Trainer/Owner**

Company: Your Gym  
Location: Nationwide, UK

**General Managers**

Company: truGym  
Location: Stevenage / Luton / Boston / Leeds / Plymouth

**UK wide Trainee Personal**

**Trainers Required**  
Company: The Training Room  
Location: Nationwide, UK

**Membership Consultant**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Sales and Marketing Manager**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Personal Trainer**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Operations Manager**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Receptionist**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Spa Manager**

Company: Warwickshire College  
Location: Henley in Arden, UK

**Spa Manager**

Company: House of Enspa  
Location: Dubai, United Arab Emirates

**Bio Sculpture Educator**

Company: House of Enspa  
Location: Dubai, United Arab Emirates

**Wales Outdoor**

**Enterprises Manager**

Company: National Trust Wales  
Location: Wales (Location flexible across the region), UK

**Head of Commercial**

**Development**  
Company: Science Museum  
Location: Based London, UK

**Visitor Experience**

**Manager X 2**  
Company: National Trust  
Location: Kent & Surrey, UK

**Assistant Manager**

Company: The Original Bowling  
Company  
Location: Basildon, Essex

**Attraction Duty Manager**

Company: The Bournemouth Pier / Rock Reef Ltd  
Location: Bournemouth, UK

**People Engagement Officer**

Company: RSPB  
Location: Sidlesham West Sussex, UK

**General Manager**

Company: KidZania  
Location: London, W12, UK

**Operations / Visitor**

**Service Manager**  
Company: Blackpool Zoo  
Location: Blackpool, UK

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## Cycle hub targets triathlon craze

*Continued from front cover*

London is the third Athlete Lab to open and the company believes the 4,500sq ft (418sq m) site's 30-custom-made road bikes (most fitness facilities only have spin bikes) will give it the edge in an age when triathlons and iron man competitions are growing in popularity. Members are also free to bring their own bikes, which can be easily fitted to an existing workstation.

"In terms of coaches and equipment, we're offering members the cream of the crop," operations and marketing manager Ben Franks told Health Club Management. "Our cycling coaches include national level age group triathletes and we make sure there's one coach for every four to



Members can race head-to-head on the digital data-display screen

five people to ensure a personal experience with practical advice on technique, rather than someone just standing at the front of the room shouting." *Details: <http://lei.sr?a=W9Y8f>*

## Speculation soars around IPO of Merlin landlord Leslau

Property investor Nick Leslau – whose company Prestbury Investments own a large chunk of Merlin Entertainments' real estate portfolio – is set to make a return to the London stock exchange with an IPO likely to be worth £1.5bn, according to recent reports in the national press.

Leslau, whose Merlin assets include Thorpe Park, Alton Towers and London's Madame Tussauds, is being backed by veteran entrepreneur Sir Tom Hunter and Lloyd's Bank. He acquired the Merlin attractions in 2007 through a £622m sale and lease-back deal. *Details: <http://lei.sr?a=X2w7Y>*

## Is school holiday policy hurting tourism?

*Continued from front cover*

At present, parents are subject to fines if they take their children on holiday during school term time. Despite the fines, many parents are currently willing to risk the punishment in return for the gains of cut-price holiday deals available during term time.

Justine Roberts, CEO of popular web forum Mumsnet, wouldn't be drawn on whether term time fines should be scrapped, but noted that their introduction, combined with the higher travel costs during school holidays, made it a "lose-lose" situation for parents. "Three quarters of our users think holiday companies are exploiting parents who have no other choice about the dates they travel," she told Leisure Opportunities.

This was a point refuted by Janson, who said the perception that businesses increase



Is it right to fine parents for taking term-time holidays?

their prices to profit-gouge from families during the school holidays is wrong and largely stems from the fact they heavily discount their prices during off-peak periods – an issue exacerbated by the term-time fining system. *Details: <http://lei.sr?a=S4x5g>*

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