

# leisureopportunities

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## Virgin Active reportedly poised for £1bn offering

Virgin Active is lining up a potential £1bn-plus float or sale, with the company close to appointing advisers on the process, according to reports in the national press.

The health club giant this week announced a 10 per cent increase in underlying profits – it was also recently named Europe's leading health club chain in terms of revenue – and is reportedly eager to cash in on its strong position.

Virgin Active is believed to have hired City IPO consultancy firm STJ Advisors to sound out interest from investment banks, according to *The Times*. It added that a primary listing would likely be sought in London, with a secondary listing in South Africa, where it has more than 100 clubs.

The company is owned by Richard Branson's Virgin Group and CVC Capital Partners – the private equity firm which owned a large stake in Merlin Entertainments when it successfully floated in November. CVC chose Goldman



Virgin Active was founded by Richard Branson's Virgin Group in 1999

Sachs, Barclays, Citi and Morgan Stanley to handle the Merlin IPO – which came with an attractive retail offer for small investors – and a potential Virgin Active float is also expected to include a some form of retail offer.

Virgin Active has been open about its IPO

ambitions in the past and has come close to going public on several occasions. However, the newspaper article claims that the gym chain – which has 270 clubs worldwide – also remains open to a possible secondary private equity buyout or trade deal.

In January, the company laid the groundwork for a long-term IPO plan, announcing a £100m three year investment across its UK sites to boost membership. At the time, Virgin Active UK managing director Matt Merrick confirmed the company remained a “strong candidate” for a stock market listing, without setting out a timescale.

Virgin Active has also been rumoured to be planning a stronger push into the Asian markets – a strategy also announced by rivals Fitness First – following recent openings in Singapore and Bangkok. Virgin Active declined to comment when contacted by *Leisure Opportunities*. Details: <http://lei.sr?a=A3M3q>

### Attractions Management to launch new title AM2

Liz Terry, CEO of Leisure Media – publisher of *Attractions Management* magazine – has announced the company is to launch a new global attractions industry magazine on 1 June.

The magazine will be a new addition to the company's stable of 12 existing publications and will be designed to complement the *Attractions Management* quarterly.

Called *AM2*, the new title will be published 26 times a year, with Leisure Media's head of news Jak Phillips serving as launch editor. Continued on the back cover

## Trump buys golf course in Scotland

Donald Trump has made his latest foray into the British Isles' golf resort market with the purchase of Turnberry in South Ayrshire, Scotland.

The US property tycoon has acquired the entire Turnberry estate – including its five star hotel boasting 145 guestrooms, four ocean-view suites and an ESPA spa, as well as three golf courses. The complex is expected to continue to be managed by Starwood Hotels & Resorts.

The sum Trump paid to previous owner Leisurecorp remains undisclosed, but is thought to be significantly less than the £52m the Dubai-based property firm paid for the property in 2008, just prior to the financial crash. In a statement, Trump outlined high hopes for his latest



Trump's Scottish golf course success has been mixed

purchase, with plans for multi-million pound development to restore “luxury” to the hotel.

“When completed, I believe that the Turnberry Hotel will be the finest and most luxurious hotel in all of Europe.” Details: <http://lei.sr?a=T2W2g>

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# Calls for 'legacy' at Don Valley site

Richard Caborn, formerly MP for Sheffield and sports minister, has urged for an Olympic Legacy Park be built on the site of the former Don Valley Stadium.

Caborn, who served as minister of sport between 2001 and 2007, met recently with Lord Sebastian Coe and the Olympic Legacy Cabinet Committee to provide an update on a proposed development for sport, health sciences and wellbeing.

The £40m project features a 25,000-seat multi-sport community stadium, with an administrative quarters for the National Centre for Sport Exercise and Medicine as well as a technical college and engineering faculty for Sheffield Hallam University.

The proposals – backed by Sheffield City Council, the city's two universities, Sheffield Teaching Hospitals NHS Foundation Trust, the Local Enterprise Partnership and Sport England – will also include the refurbishment of Woodbourn Road athletics site, with the latter anticipated to be run by Sheffield Hallam University.



Plans include a stadium and a Centre for Sport and Exercise Medicine

Already Sheffield has been given £10m by the Government for Olympic legacy developments at Graves and Concord, along with a new swimming pool set to be installed at High Green.

Some elements have been secured, although a council member told *Leisure Opportunities* that it was “very early days with many hoops to go through,” before the full redevelopment on the stadium part of the proposal gets underway. Details: <http://lei.sr?a=p2t6K>

## Everton stadium plans look back on track

Everton Football Club officials believe they have identified a site for a new 50,000-seat stadium to replace its current home of Goodison Park.

The club revealed plans in 2010 to build a £120m 50,000-seat stadium in Kirkby as part of a £400m mixed-use development, but the proposal was rejected by the government.

The new site sits within the boundaries of Liverpool and the club is now consulting with Liverpool City Council to see if the new plan will be given the go-ahead.

Robert Elstone, chief executive for Everton, said: “The stadium remains a big priority. The board is currently looking not only at this opportunity, but also the associated risks and the debt that the club may well have to take on if we are going to deliver this major development.”

“Everton Football club certainly wouldn't be investing what we are without thinking it had a significant chance of achieving success.”



Everton FC is looking to move from its historic home of Goodison Park

The previous plans fell through when then communities secretary John Denham decided that the move would breach shopping policy which discourages major supermarket chains from taking business away from town and city centres. The initial scheme also included new retail outlets, restaurants, a hotel and office space. Details: <http://lei.sr?a=u9f3a>

## Craven Cottage revamp underway

Fulham Football Club has been granted a river works licence to enable it to progress with the development of its Riverside Stand.

Fulham received planning consent for the development in July 2013, subject to the licence being obtained. The club is now in a position to commence with a projected timetable for the development.

One of the key considerations of the Port of London Authority in granting the licence is the club's commitment to the opening up of the river walkway to enable it to be enjoyed by the local community and the general public for the first time in recent history. The new walkway will include a number of facilities such as a café, public toilets and a restaurant. The expansion will see stadium capacity expanded to 30,000 seats



The redevelopment includes a new river walkway open to the public

from 25,000 with the new stand designed to mirror the bend in the river. The new stand will also provide facilities for community and other uses on non-match days.

Architects KSS Group have been chosen for the redevelopment, with the rebuild cost undisclosed. *Details: <http://lei.sr?a=K6E3s>*

## Aberdeen's £22m Aquatics Centre opens

The new £22m Aquatics Centre at the Aberdeen Sports Village (ASV) in Scotland has opened to the public.

Facilities at the centre include an Olympic-standard 50m, 10-lane swimming pool and a separate, competition-standard 25m pool with diving facilities and seating for 500 spectators. The centre has become one of only ten facilities in the UK with full diving facilities and platforms up to 10 metres.

The Aquatics Centre, designed by FaulknerBrowns Architects, is a joint project between the University of Aberdeen, Aberdeen City Council and sportscotland.

David Beattie, chief executive at ASV, said: "This world class facility, in the heart of the city, is absolutely fantastic for Aberdeen."

"Attracting high profile events such as the Commonwealth Waterpolo Championships last month is another significant advantage that the centre brings, with the impact that



The pool will be used by the public and elite athletes

greatly benefitting the local economy. We are working with other sporting bodies to secure similar events in the coming months."

Davis Langdon project managed the scheme, which is designed to expand and build on the success of the £28m ASV that opened in 2009. *Details: <http://lei.sr?a=R3k3y>*

## Entrepreneurs receive funding to boost active lifestyles

Four entrepreneurs have been awarded a share of funding following a competition launched to bring progressive geography, technology and design-based ideas to life in the UK.

Following the culmination of the Ordnance Survey's GeoVation Challenge, ventures

Mapsum, Ramblers Scotland, OpenPlay and Pan Studio will all gain funding to help progress their platforms, which have been designed to increase participation in sport and physical activity. The winning ideas each won up to £26,000. *Details: <http://lei.sr?a=B5z7r>*

## Disabled sport should seek emotional connection: study

Disabled people are more likely to respond to activities which connect to their everyday values, according to a new English Federation of Disability Sport (EFDS) report.

The Motivate Me report – researched and produced by 2CV on behalf of EFDS – claims that the majority of current sport and physical activity initiatives aimed at disabled people fail to engage audiences effectively.

This is attributed to sports providers tending to focus on the audience's disability or impairment when offering sporting opportunities and promotions – and missing out on the emotional connection that is often required to attract disabled people.

*Details: <http://lei.sr?a=z5a5z>*



Finishing touches are being added to the centre

## Batchwood Sports Centre to return after £6.6m rebuild

Batchwood Sports Centre in St Albans, Hertfordshire is to reopen on 26 May following a £6.6m redevelopment.

The centre, which was devastated in an arson attack in 2011, includes six indoor tennis courts – an increase on the four in the previous facility – and will provide new home for the St Albans Judo Club.

Other facilities include a 48-station health club with a strength and conditioning suite and refurbished squash courts.

Owned by St Albans City and District Council, the centre will be operated by leisure management company iLife. The centre was designed by AFLS+P architects with Willmott Dixon serving as the lead contractor for the construction project.

Redevelopment funding has come from a combination of external grants, insurance funds and the council's leisure budget.

The Lawn Tennis Association (LTA) provided a £600,000 grant for the project to ensure grassroots tennis remains strong in the region. A further £500,000 was received from Sport England's Iconic Facilities Fund. *Details: <http://lei.sr?a=q3n9e>*

## New benchmarking tool for physical activity facilities

ukactive has launched a business performance benchmarking tool for gyms and leisure centres, enabling them to compare how their facility is performing against the industry average and rival establishments.

To be initially based on five metrics – total membership, attrition rate, joiner rate, membership yield and average length of membership – the move chimes with ukactive CEO David Stalker's previous calls for industry strategy to become more evidence-based. The overall aim of ukactive and delivery partners Mazars is to enable decision makers to measure their business against the market and use the knowledge to lift performance. *Details: <http://lei.sr?a=e2e9U>*



The site includes a six-lane 25m swimming pool

## £31m Redcar leisure centre is now up and running

Operator Everyone Active has opened the doors to Redcar & Cleveland Leisure and Community Heart after a £31m investment.

The S&P Architects-designed project started in October 2011 and officially launched in the north east seaside town on 26 April after 30 months of work.

The 120-station gym has been kitted out with the Precor Experience Series range including treadmills, upright and recumbent bikes, adaptive motion trainers with Open Stride and elliptical cross trainers, plus Concept II Rowers and strength equipment.

On the aquatic side, there is a FlowRider surf simulator, a six-lane 25m swimming pool and a "beach-style" pool, as well as an 11m by 7m learner pool with moveable floor. A sauna and steamroom are also present.

Additional sports facilities include an eight-court sports hall, a group exercise studio and spectator seating in both the pool area and sports hall. Elsewhere, the civic side of the building will house the borough's council chamber, registry office, business space for SMEs, plus civic space and meeting rooms. *Details: <http://lei.sr?a=z6u6R>*

## UK chains lead EU revenue table

UK-based health club chains Virgin Active and David Lloyd Leisure are leading the charge of Europe's fitness sector, with 2013 revenues that place them first and second respectively among the continent's top gym operators.

This was one of the main findings from a report on current trends in the European health and fitness market published by EuropeActive, formerly known as the European Health & Fitness Association, in cooperation with researchers from Deloitte.

Virgin Active, part of Richard Branson's Virgin Group, was named as the market leader in Europe, generating total revenues of £437m in 2013, followed by David Lloyd Leisure in a distant second with revenues of £327m.

In terms of membership, Germany-based budget operator McFit led the rankings as 1.2 million people exercised in its 200 clubs. The report predicts budget gyms to be the biggest drivers of growth in 2014, identifying country's such as Turkey and Poland to lead expansion



Membership rates are expected to continue to increase

with expected growth rates of 20 per cent.

EuropeActive aims to almost double Europe's health club members by 2025 and reiterated the importance of a unified sector in improving wellbeing across the continent.

"At the end of 2013, 46 million members were exercising in one of the 46,500 clubs across Europe," said Herman Rutgers, co-author of the report, who added that this would grow further. *Details: <http://lei.sr?a=H9P5C>*

## ukactive's Turok outlines activity strategy

The health and fitness sector must continue to highlight - both at government level and with local GPs - the financial benefits of physical activity to achieve a redistribution of public funds, says ukactive chair Fred Turok.

Opening the 2014 active-net conference in Coventry, Turok said it is vital that the industry keeps pushing the business case for physical activity to ensure a 'recutting of the funding cake'.

He drew heavily on ukactive's widely-publicised *Turning the Tide on Inactivity* report, pointing out that at English local authorities spent on average just two per cent of public health budgets on physical activity promotion and investment in 2012, compared to the 38 per cent spent on sexual health. This, he added, was despite the fact that figures show diseases that can be prevented through physical activity are actually the biggest drain on public health budgets.

To realise the ukactive recommendation for a rebalance of public health spending, Turok advocated employing a two-pronged strategy.

"At government level we are pushing really hard for cross-party consensus on the



Fred Turok is keen for a rebalancing of public health spending

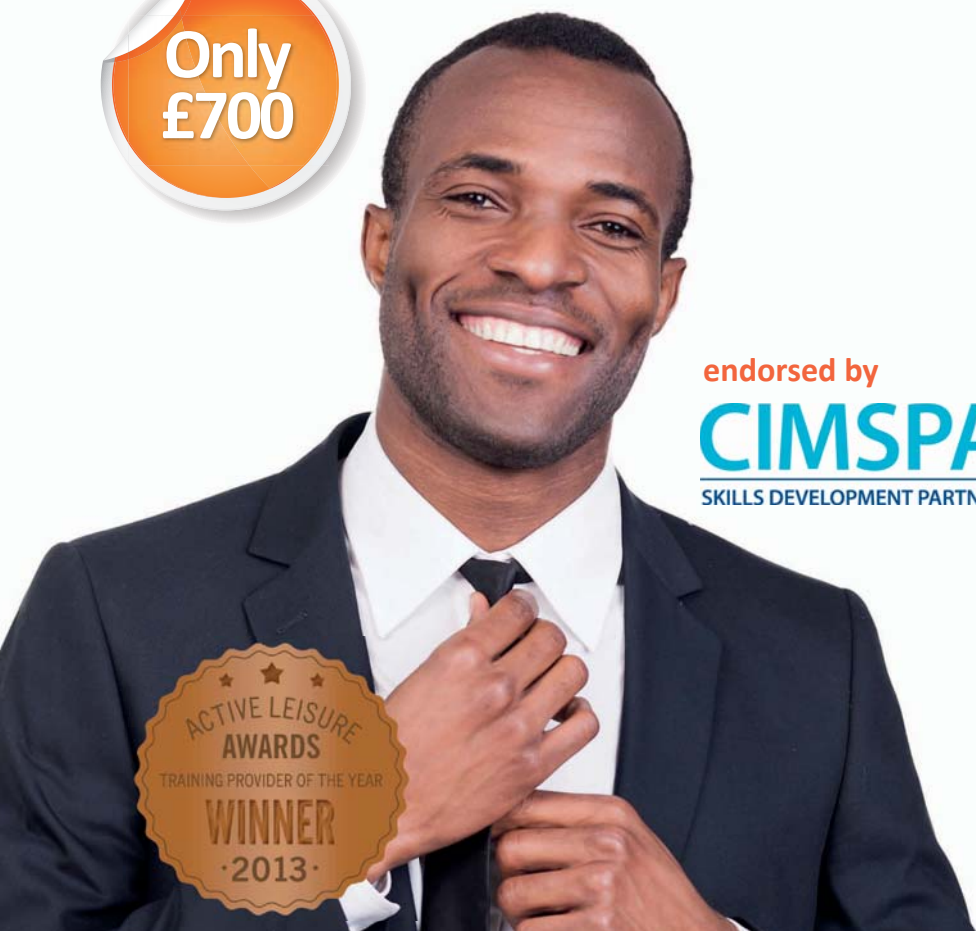
importance of promoting physical activity. It must be taken out of the political arena and we are working hard to ensure this is reflected in forthcoming party manifestos," said Turok.

"At the other end of the spectrum, physical activity advocates should work closely with local GPs to further promote activity initiatives and continually make the financial case for better public health. through investment." *Details: <http://lei.sr?a=y4n9U>*

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# Industry must heed microgym march

Leading figures from the health and fitness industry have today warned that companies must adapt to the changing market exemplified by the surge of microgyms to avoid being left behind.

Speaking during a Q&A session at the 2014 active-net conference in Coventry, Les Mills customer experience director Martin Franklin said microgyms had proved a “disruptive influence” to the traditional gym model and were indicative of a market shift.

“The success of microgyms such as Psycle in London tells us that both the market and consumer demand is changing - and we as a sector aren’t adapting well enough,” noted Franklin. “We need to analyse this success, pick trends and find innovative ways to integrate them into existing operations.”

During the same discussion, themed *Innovation outside the box*, CEO of Creative Fitness Marketing (CFM) and creator of physical activity monitor Myzone Dave Wright concluded that the traditional gym model had to change in order to thrive in future.



Microgyms like Fitness First’s BEAT are becoming increasingly popular

He said gyms must expand beyond their conventional four walls to tap into new markets and said hypocrisy - with industry executives failing to practice what they preach in terms of working out in a gym environment - was another issue.

“As technology and innovation move certain forms of activity outside of the conventional gym model, facilities must look towards becoming data-driven so that they may serve as the central hub for these new forms of activity.”  
*Details: <http://lei.sr?a=f6j3C>*

## Greg Whyte to chair ukactive research board

Celebrity fitness advisor and sports and exercise science expert Professor Greg Whyte is to become the first chair of the ukactive Research Institute’s Scientific Advisory Board (RISAB).

The move sees Whyte steering a team of renowned academics - who will guide the future direction of the institute - provide a sounding board for ideas and ensure the rigour of research and project design.

“I’m passionate about building the evidence base to inform the delivery of physical activity interventions to address the nation’s spiraling health costs and personal wellbeing deficit,” said Whyte, who was awarded an OBE in 2013 for his services to sport, sport science and charity.

“There is no greater way of driving this agenda than at grassroots and I’m delighted at the opportunity to influence this from my new position, alongside some of the most esteemed names in physical activity and health research.”

The news came on the same day (29 April) as the ukactive Scientific Advisory Board launched its online research hub, providing a free-to-use online centre unlocking the latest



Whyte is also well-known for his Comic Relief work with celebrities

academic thinking and critical insight on physical activity and health for the industry.

Developed in response to requests for easier access to the latest intelligence around key issues that govern development strategy, the hub will house open access publications and translate complex academic research into easy to understand, digestible formats.

Members of the ukactive’s RISAB include leading academics Professor Andy Lane, Professor Lynne Kennedy and Professor Alfonso Jimenez. *Details: <http://lei.sr?a=f8E8B>*

## DLL teams up with Universal to launch workout music app

David Lloyd Leisure has partnered Universal Music UK to launch an exclusive music app aimed at boosting exercise performance.

Created in conjunction with a sports psychologist, the David Lloyd Playlist is thought to be the first joint initiative of its kind pairing major companies from the health club and music sectors.

The playlist is compatible with iPhone, and Android devices. It is designed to enhance workout efficiency and enjoyment by matching a track’s beat with workout pace. The tracks were selected based on research suggesting that synchronising music and exercise rhythm enhances performance. *Details: <http://lei.sr?a=H9d6x>*



CEO Andy Cosslett is eager for growth in SE Asia

## Fitness First eyes ambitious Asian expansion initiative

Fitness First has announced it will invest more than US\$140m (€101m, £83m) over the next five years as it bids to grow its footprint in Asia by around 60 per cent.

At present, there are 88 Fitness First Asia clubs - spread across Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Thailand - and the chain intends to open a further 50 fitness clubs in the region by 2018, expected to cost US\$100m (€72m, £59m).

A further US\$42m (€30m, £25m) will be invested in upgrading the existing Asia facilities, in a move that chimes with the company’s recently announced global brand makeover. As part of this Asia improvement effort, 4,000 Fitness First staff are currently undergoing specialist training programmes deploying elements of behavioural psychology, sports science and emotional quotient training.

The company sees southeast Asia as a strong opportunity for growth, estimating that less than 5 per cent of the population are currently members of a health and fitness club. *Details: <http://lei.sr?a=b5X2Z>*

## **£18m water park for Scarborough**

An £18m water park in the UK seaside town of Scarborough has been given the green light. Developer Benchmark Properties has had proposals approved by the local council, and says the attraction could be open for business by Easter 2016.

The water park will be operated by German company Alpmare and expects to attract up to half-a-million visitors annually. Alpmare currently operates four attractions in Europe, with the Scarborough development expected to be similar to a facility operating in Ticino, Switzerland.

Benchmark's Roland Duce said that while Scarborough's "place in history as the first seaside resort is assured", the town had to evolve in order to attract new generations of visitors. He said the new park would initially feature four "world-class" water rides that he claims would be on a par with those found at popular attractions in Dubai and Florida.



Germany's Alpmare currently operates four water parks in Europe

It will also include a wave pool, luxury spa suite and an outdoor iodine infinity pool.

Located in Scarborough's North Bay, known as The Sands, the park forms part of a wider redevelopment of the area being undertaken by Benchmark. The council will provide a loan for up to £9m towards funding of the water park.

*Details: <http://lei.sr?a=n2m9f>*

## **National Army Museum ready for remodelling**

London's National Army Museum will undergo an extensive remodelling after receiving an £11.5m grant from the Heritage Lottery Fund.

The museum aims to modernise the display of its collection. Instead of a chronological arrangement, thematic gallery spaces will tell the story of the relationship between the army and society over the last 600 years.

New learning centres will aim to improve on participatory aspects of the museum, while the galleries will include interactive displays.

The museum's collection will also undergo full digitisation, and an outreach programme will take parts of it around the country.

The building itself will undergo extensive work to become "brighter and airier". A large atrium will be constructed, as well as a glass front, while a cafe will also be included. Construction work will begin this autumn.

In total, the project will cost £23.25m, with the rest of the money coming from a combination of donations and fundraising efforts.

As a result of the expansion, the museum predicts a 30 percent rise in visitors when building



How the new layout at the National Army Museum is expected to look

work finishes in 2016. Visitor figures of 250,000 were recorded during 2012/2013.

A BDP-led design team, which also included exhibition designer Event Communications and project manager and cost consultant Focus Consultants, was appointed by the museum to develop the project for the funding bid.

Finalised contracts will now be put in place for the remainder of the project, with BDP in place to oversee the rest of the work as the lead design contractors.

*Details: <http://lei.sr?a=5m6c2>*

## **Fixed-term Coronation Street attraction shows star appeal**

The recently opened Coronation Street tour is proving popular as a fixed-term attraction, with more than 12,000 people visiting each week. More than half of the 300,000 tickets at the Manchester-based attraction have been sold. The tourist destination, which will run for six months, opened in April and is expected to generate around £5m.

Predicted numbers for the exhibition would make 'Coronation Street: The Tour' the third-highest grossing visitor attraction in the north west and among the UK's top 20.

The ITV soap's famous cobbles are a big draw at the Continuum Leading Attractions-operated venue, based at the former studio site in Quay Street, Manchester, the show's home for more than 53 years.

*Details: <http://lei.sr?a=x8B7F>*



An artist's rendering of the new visitor centre

## **Royal Mint to open its doors to the public after 1,000 years**

The Royal Mint has unveiled plans to let the general public see inside the highly-secured coin manufacturing facility for the very first time in its 1,000-year history.

A £7.7m (\$12.9m, €9.4m) purpose-built visitor centre is to be built at its headquarters in Llantrisant, south Wales, UK, with the aim of attracting up to 200,000 annual visitors. The Royal Mint said the centre would be of interest to overseas visitors because coins and medals for around 60 countries are manufactured there.

Construction will begin this spring, subject to planning permission, and is expected to be completed during 2015, with Rio Architects behind the design plans.

The new attraction will feature a tour of The Royal Mint, offering visitors the chance to not only see how coins are designed and made, but to strike their own. The visitor centre features a range of static and interactive experiences and displays of rare and unusual coins and medals from across the world.

A £2.3m grant from the Welsh government has helped fund the overall cost of the project.

*Details: <http://lei.sr?a=5m6c2>*

## Study: Organic diet reduces pesticide count by 90%

Pesticide exposure in adults can be reduced by almost 90 per cent by eating a mainly organic diet for just seven days, according to a study from the Australian RMIT University's School of Health Sciences.

Supervised by Professor Marc Cohen, professor of complementary medicine at RMIT, the research is the first to compare the differences in pesticide residues in adults who consume organic and conventional food. Published in the journal *Environmental Research*, the study found that organophosphate pesticide levels in urine were reduced by 89 per cent after eating a diet of mostly organic food for one week. *Details: <http://lei.sr?a=tzu3B>*



Bellingham (right) at the Imagine Spa launch

## Hazlewood Castle's spa launched by British actor

British actor and former *Loose Women* star Lynda Bellingham has opened the Imagine Spa at Hazlewood Castle Hotel near Leeds.

Hotel owners, Ashdale Hotels, have partnered with the new owners of the Imagine Spa – Mosaic Spa & Health Clubs to create this £200,000 3,500sq ft (325sq m) facility – set within 77 acres of parkland.

"We are delighted to have had a national treasure like Lynda launch our new Imagine Spa," said Dave Courteen, managing director of Mosaic Spa and Health Clubs.

Designed by Justin O'Brien from Calder Peel Design, the spa includes four treatment rooms, one of which is a double, a manicure and makeup lounge, a relaxation room, three changing rooms and a garden. Products used in treatments will be provided by Babor.

The spa will also feature a Serail Mud Chamber. The two-person steam chamber is pre-programmed to give guests a 45-minute treatment. Various muds are applied by a therapist before they enter the steam chamber. After 30 minutes of steam, an overhead shower washes the mud away – cooling the guests. *Details: <http://lei.sr?a=ngh2J>*

# Wellness congress held in London

The Global Wellness Tourism Congress (GWTC) held its first roundtable event in London on recently to plan the growth strategy for the £261bn global wellness travel market.

24 tourism board, travel and health leaders took part in a Q&A at the Dorchester hotel – the first of three meetings – moderated by GWTC executives Anni Hood and Susie Ellis. They discussed the language necessary to promote wellness tourism to consumers and governments.

The umbrella term of "wellness tourism" doesn't resonate with consumers, who need to know exactly what they can expect from a specific service – according to James Berresford, chief executive of VisitEngland.

Diane Bouzebiba, managing director of Amadeus UK and Ireland, argued that the wellness tourism industry must standardise its classifications of sub-products – such as hot springs, yoga retreats and weight loss resorts – so that consumers can use technology to search through clear categories. "We live in an age of extreme consumer search



Leaders met to discuss the growing sector, which employs 12m people

where travellers want agencies and websites to manage every aspect of their trip" she said.

It was also agreed that industry stakeholders must make wellness tourism more mainstream and affordable. "Price perceptions must change so we can showcase this as a mainstream sector rather than a luxury niche – because too many people still believe the latter," added Bouzebiba.

The two additional roundtables scheduled for the first half of 2014 will take place in New York City and Washington DC. *Details: <http://lei.sr?a=n9K5f>*

## Cherkley Court spa plans are reapproved

The much-disputed former home of press baron Lord Beaverbrook will now be turned into a hotel, spa and golf course following a ruling from the court of appeal.

The High Court had previously quashed plans for Cherkley Court near Leatherhead, amid local opposition. But the decision was overturned after the district council appealed.

Developer Longshot Cherkley Court said it looked forward to pressing ahead with "this precious site of historic and environmental importance". Plans for the £60m development include a 28 five-star private rooms or suites, and a brasserie and fine dining restaurant.

There will be an outdoor family swimming pool and a 20m indoor pool at the gym, which will also include aerobics and holistic studios.

Both the health club and the spa will be located at the former coach house. The spa will offer wet and dry treatments and will have



A High Court decision has been overturned regarding plans for the site

six single and two double treatment rooms, sauna, steamroom and ice room, in addition to an organic juice and tea bar.

The plans had attracted fierce opposition, however, Lord Justice Richards concluded that "very special circumstances clearly outweighed the harm", including economic benefits to the area and facilities for visitors. *Details: <http://lei.sr?a=d6G7A>*

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Delivering training for the next generation of active leisure workers is a great responsibility. Choosing which awarding organisation to go with can play a significant role in the learner's levels of success, and in turn, yours too. Central YMCA Qualifications (CYQ) has been setting the highest of standards for a number of years and continues to grow.



CYQ

# SHAPING FUTURES

**T**he future is unpredictable but you learn from experience. With more than 400,000 certificates awarded, CYQ has been at the forefront of developing new generations of teachers, instructors and trainers for more than 15 years. From schools and colleges to universities and private providers, CYQ's host of learning pathways are the number one choice for setting learners on the right track for a bright future.

Established in 1998, CYQ is one of the UK's leading awarding organisations for physical activity, fitness and wellbeing qualifications. It develops and awards a diverse suite of qualifications delivered through a range of training providers across the UK and internationally. A highly respected name amongst industry experts, employers and learners, CYQ has supported more than 200,000 people to launch or progress their careers within the industry.

Renowned for excellent levels of customer care and quality of service, CYQ always

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.

"CYQ makes its courses so much easier to run compared to others," said Jon Brazier, course director at City and Islington College. "The high quality manuals and workbooks help the students and tutors massively."

With more than 70 qualifications available, ranging from Level 1 to Level 4, everyone – from those taking their first steps in the industry all the way through to established professionals – has a route for progression with a CYQ qualification.

## Study Programmes

With such a wealth of experience, it could be easy to rest on your laurels. This is most definitely not the case at CYQ. Being ready to react to changes in the priorities of government, centres and learners is at the very forefront of its success – epitomised by the recent launch of its new Study Programmes.

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

learning difficulties and/or disabilities.

CYQ is on hand and ready to help as the study programme forms one of the ways in which learners will be able to continue to participate in education. The qualifications aim to challenge and motivate learners and allow for progression to higher levels of education, or to skilled employment within the active leisure sector. All centres will be supported through the delivery of their qualifications with creative teaching and learner resources and innovative eLearning packages. All packages comprise the key components of the study programme, including:

- stretching and challenging qualification(s)
- extremely detailed qualification(s)
- English and mathematics functional skills
- a free additional qualification to support the main programme.

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
- creative supporting tutor, assessor and quality assurer resources
- innovative learner resources, including industry-leading eLearning

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.

## Tourism on the Treasury Radar



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

Usually when there are government policies that impact on the tourism industry, we see a case of “the law of unintended consequences” where the impact has been a result of the government trying to solve an issue in another area of the economy and not thinking about the impact of the change on the tourism industry.

However, recently there have been a couple of decisions that have bucked this trend and have been specifically implemented to support tourism businesses.

First the government announced it was setting aside £2m to support tourism businesses in the wake of the winter flooding and storm damage. While not a huge amount, it is significant in that only tourism and farming businesses received dedicated support funding. This support was also in contrast to the 2001 Foot and Mouth outbreak when the government didn't even recognise tourism as a component of the rural economy.

Secondly, there was the budget announcement that APD rates for long-haul destinations would be reduced from 2015 to support travel from emerging economies such as China and India. Again, this move is not that substantial, but it reverses the continual increase in APD charges to these markets over the last seven years.

The most important aspect of these initiatives is that, being fiscal in nature, they will have been sanctioned by the treasury. And, with the treasury and government dedicated to reducing the deficit, it takes a very strong case for the treasury to agree to provide funds or reduce the tax take.

This means the treasury must have been convinced that supporting the tourism industry in the way the government did would provide economic growth and employment. This change in their perception of the industry is a small but significant step forward. The test now will be to demonstrate to government that the support produces an increase in revenue and employment. If we can achieve this, we can start a virtuous circle of further government support for the UK tourism industry.

## TOURISM

### Government reveals UK space tourism goal

The government has backed plans for a four-fold expansion of the UK space industry, with the potential for an operational British spaceport within five years as it bids to cash in on the expected boom in space tourism.

Science minister David Willetts has long been an advocate of the British space industry and hopes to see it grow to £40bn in value by 2030.

Willetts has reportedly indicated that he'd like to see Richard Branson's Virgin Galactic space shuttles take off from the new UK site.

The government is currently investigating the required legal framework to permit a spaceport to be set up in the UK, with preferred sites thought to be away from the south east.

The latest government announcements came in response to a high-profile industry report published last year called the *Space Innovation and Growth Strategy Action Plan*.

With space tourism expected to grow considerably in the next decade, the government is eager to leverage the UK's precision engineering skills honed through its strong defence technology sector to capitalise on the boom.

“Space industries already support 95,000 full time jobs and generate £9.1bn for the



Shuttles may be blasting off from a British spaceport by 2019

economy each year, and our response to the Growth Action Plan shows our commitment to secure its future growth and realise ambitions to develop a viable UK space port for commercial space flight,” said Willetts.

Dr David Parker, chief executive at the UK Space Agency, said that government was working “shoulder-to-shoulder with industry to exploit the full potential of the space sector to grow the economy, deliver more efficient public services and inspire the next generation”.

Details: <http://lei.sr?a=q7N4U>

### UK's foreign tourism spending set to soar

The UK will see an upswing in overseas visitors, with tourism spending from foreigners forecast to rise by more than a third over the next four years to reach £27bn per annum.

Visitors from the US currently spend the most in the UK, followed by France and Germany, with the spending pattern predicted to continue through to 2017. However, it's the emerging economies – such as China, the UAE and Russia – that will have a significant effect, outstripping the established spenders in growth terms due to the increasing wealth of consumers in these countries, particularly their burgeoning middle-classes.

By 2017, the UAE and Russia are set to break into the top ten nationalities to visit the UK, while tourists from China alone will spend £1bn each year, a considerable 84 per cent increase from the figure in 2013.

The report by Barclays also predicts that the retail, leisure and hospitality sectors will be the big winners, with the rise in tourist spending contributing towards a boom.



The south west has been highlighted as a standout area for growth

Spending on hotels, dining and attractions will rise by 33 per cent to £14.7bn in 2017. Overseas visitors are predicted to spend £5.3bn on eating out by 2017, up 34 per cent, with spend on leisure attractions increasing 32 per cent to £2bn. Hotel accommodation will attract £7.3bn in spend by 2017, an increase of 33 per cent, according to Barclays.

The report also highlighted the south west in as a standout region for growth, with a Chinese influx of tourists predicted for the area. Details: <http://lei.sr?a=s7e3G>

## Center Parcs unveils hotel at Woburn Forest

Center Parcs has announced work on the 75-bedroom 'Hotel' at Woburn Forest is now complete as the Blackstone Group-owned resort operator targets a late spring opening for what will be its fifth UK location.

The overall project is expected to cost £250m and will become the nearest Center Parcs to the capital, sitting just a 50-minute train ride from central London by train.

The company is eager to attract city-dwellers seeking a weekend or midweek break and the rare construction of a hotel – Elveden Forest is the only other site to feature one – was carried out with couples in mind, a Center Parcs spokesperson told *Leisure Opportunities*.

The Hotel boasts 75 Austrian-inspired double or twin rooms nestled within the woodland landscape, close to the resort's Aqua Sana spa, gym, watersports lake, restaurants and shops.

Featuring exterior design by Holder Mathias Architects and interior from Sparc Studio, the hotel will supplement the 625 lodges at Woburn Forest, serving as a lodging alternative for couples and smaller parties.

"I first saw this room design in the Tyrol Valley while on holiday and it was perfect for



The hotel interior was designed by Sparc Studio

the new Center Parcs Village," said Woburn construction director, Don Camilleri.

"Like Center Parcs, it's the connection with the outside that guests want and every aspect of the room design embodies that. They are simple, stylish and comfortable, offering luxury accommodation for pairs, close to nature."

Woburn Forest is on track to open this spring, according to Center Parcs, with guests currently able to book short breaks for between 20 June 2014 and 27 April 2015.

Details: <http://lei.sr?a=y9d3H>

## Fairytale-themed lodges at Alton Towers

The UK's Alton Towers Resort has been given planning approval to build new themed accommodation on site. Based around fairytales, development of The Enchanted Village will start later this year, with opening scheduled for spring 2015.

Located in woodland next to the Alton Towers Hotel, the "fairytale hideaway" will include 120 lodges and five luxury treehouses, as well as several children's play areas and an exclusive themed restaurant.

Nichols Brown Webber will provide its design expertise as the lead architect for the project.

Approval was granted by Staffordshire Moorlands Planning Committee, with some provisional conditions placed such as the need to preserve various historical features of the nearby Deer Park, which sits alongside the site.

Mark Kerrigan, development director at Alton Towers Resort, said the new accommodation was aimed at further enhancing the Merlin Entertainments-operated park's



The Enchanted Village project has been several years in the making

position as a short break destination.

The cost of the project has not been disclosed so far, but Kerrigan confirmed that the expansive development represented a "significant capital investment".

Plans for the lodge development were originally submitted in March 2014 – although a previous application was withdrawn in 2013.

Details: <http://lei.sr?a=P2X2c>

New food information regulations.  
Are you ready?



**PETER DUCKER**  
is chief executive officer of the Institute of Hospitality

Most food service businesses are aware of the new food information regulations that come into effect on 13 December 2014 across Europe. For the first time, allergen information must now be available for 'loose foods'. Previously, although good practice, this was not a legal requirement.

The planned changes will have a significant impact on all businesses that serve food and the front-line staff who will be responsible for dealing with any information requests from customers.

Information can be supplied on the menu, chalk boards or tickets. It will not be enough for your staff to say they do not know whether a particular food or dish contains any of the relevant 14 allergens. It will be possible to provide allergen information verbally upon request but the written information must be available too. If you choose to provide the information verbally, you must display notices prominently informing customers of this.

Melissa Thompson, managing director of Safer Food Scores, has the following advice:

- Ensure recipes or product specifications are available for all the food you sell
- Examine the ingredient packaging carefully, especially composite ingredients
- Consider whether any processing aids may contain allergens e.g. cooking oils
- Prepare a chart detailing the allergens in each product
- Collate this information into a Food Allergen Handbook
- Have the Food Allergen Handbook approved by a suitably trained person
- Direct customers to the location of the Handbook using clear notices and menus

It's estimated there are two million people in the UK whose food choices are dictated by allergies or food intolerances. This new regulation is good news for them as they will be able to make informed choices about where they eat. There is a hidden market worth an estimated £100m a year catering for customers with special dietary needs. This new legislation is great news for responsible caterers who consider the welfare of their customers just as important as compliance with legislation.



Windsor Park is set to undergo a £29.2m revamp

## Windsor Park leisure plan given green light in Belfast

Planning approval has been granted for a new leisure complex within the Windsor Park stadium development in Northern Ireland.

The new development, led by Belfast City Council, will replace the site's existing Olympia Leisure Centre and be incorporated into the stadium's new West Stand.

The facility will provide leisure facilities including a pool, learner pool, café, gym, sports hall, spin studio and ancillary accommodation. Owing to the increasingly poor condition of the current Windsor Park stadium, various proposals for the replacement of Windsor Park have been mooted in recent years, but in September 2009, the Irish Football Association (IFA) announced its preferred option was to remain at the ground.

*Details: <http://lei.sr?a=T4e6B>*

## Construction underway on £16m Cardiff Bay Ice Arena

Work has started in Cardiff on a 3,000-seat £16m ice rink ahead of a 2015 opening.

The centre, which will be located at Cardiff Bay's International Sports Village, is to be home the Cardiff Devils ice hockey team and will house two ice rinks.

The development also comprises associated retail and hotel facilities, including a 170m (558ft) ski slope, a nursery slope, snow-play facilities and children's entertainment centres. There will also be shops, bars, restaurants, a hotel and new homes.

The project is being developed by Helium Miracle 113, a subsidiary of Wigan-based developer Greenbank Partnerships.

"Ice Arena Wales will be a world-class facility capable of holding Olympic and European standard events, but which will be available to all members of the public and local schools, in addition to the extensive network of amateur and professional teams that play currently from the existing rink," said Jonathan Smith, who is the development director of Greenbank.

"We are working with the National Ice Skating Association to provide world-class coaching facilities that befit an arena of this quality." *Details: <http://lei.sr?a=D6f8T>*

## Gareth Hoskins wins SNG redevelopment bid

The National Galleries of Scotland has announced that Gareth Hoskins Architects (GHA) has been appointed to oversee a major redevelopment project at the Scottish National Gallery, Edinburgh.

Over the next four years, the Scottish National Gallery (SNG) will undergo a major transformation, led by newly-appointed GHA. The Glasgow-based practice beat several other finalists to seal the overhaul, including LDN Architects, Malcolm Fraser Architects, John McAslan + Partners and MUMA.

Several galleries devoted to the national collection of historic Scottish art will be overhauled and expanded, almost doubling the exhibition space currently available.



The SNG last received a major upgrade in 2004

Michael Clarke, director of SNG said: "This transformational project will allow for the creation of new and innovative displays to inspire our visitors." *Details: <http://lei.sr?a=z8b8F>*

## Surf Snowdonia wins Welsh approval

Plans for a huge surf facility in Snowdon, north Wales have been given the go-ahead after gaining unanimous planning consent from Conwy County Borough councillors.

To be built in Conwy Valley on the site of a former aluminium factory, Surf Snowdonia will feature a 30,000sq m (322,000sq ft) Wavegarden lake, 14,000sq m (150,000sq ft) wakeboarding lake, water-slide, restaurant, retail and indoor play facilities.

The attraction will also include accommodation, with low impact, sleeping 'pods' to be located along the lake's waterfront. Larger lodges will also be built and will retain the naturalistic character of the woodlands surrounding the lake.

Surf Snowdonia is planned to open in June 2015 and is being run by Conwy Adventure Leisure. It is expected the project will create



The Wavegarden will be able to create consistent 6ft (1.8m) waves for surfers

100 new jobs in the village of Dolgarrog, with work scheduled to start later this month.

"The planning meeting outcome guarantees that the Conwy Valley will host the world's first commercial Wavegarden surfing park and we can't wait to move forward," said Surf Snowdonia. *Details: <http://lei.sr?a=7Y4S4>*

## Work underway on £25m Catterick town centre refit

Work is progressing on the £25m mixed-use regeneration plan for Catterick town centre in North Yorkshire, with civil and structural engineering consultancy JPG appointed to advise.

The project – a JV between Kier Property and Lingfield Securities – involves the

redevelopment of a 150,000sq ft (13,935sq m) site in Catterick that aims to create around 700 new jobs. It will include a multiplex cinema, ten new retail units, a 60-bedroom hotel, cafes, restaurants and bars as well as 400 car parking spaces. *Details: <http://lei.sr?a=H9V5g>*



Proposed design – Rio 2016 Olympic Park, Brazil



Oxylane Village, Broxtowe



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Cardiff International Pool

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## Forces in Afghanistan peddle group cycling

British troops in Afghanistan have undergone what is believed to be the first group cycling instructor training course to take place in the country, as they bid to keep their comrades fighting fit in every sense.

Working out in a warzone is no safeguard for avoiding stale fitness regimens, according to military forces deployed at Kandahar Airfield, who were eager to get fully trained up and give their various sections diverse exercise sessions.

Under the guidance of RAF Warrant Officer Calum MacIntyre, who is both a serving member of the Armed Forces and a YMCAfit tutor, 16 servicemen from a variety of army units and the RAF have now become fully-certified group cycling instructors.

MacIntyre said the troops' unique work patterns – which include flying daily sorties in support of Afghan-led ground forces – meant they were unable to attend the fitness and group cycling classes led by RAF PTI Sergeant Mark Rooney, so he struck on the idea of spreading the knowledge.

“Working out here can be physically and mentally challenging due to austere weather and living conditions,” said MacIntyre.



British forces at Kandahar Airfield base after a hard session

“We’re very lucky to have a fully equipped gymnasium plus a group cycling studio at our base and we wanted to help other personnel learn how to train their own units, so I suggested arranging a fully-certified course where they will receive a recognised qualification that they can carry forward afterwards.”

The initiative was supported by YMCAfit, which provided eLearning and emailed over PDFs of course manuals, as well as charging a half price rate of £75 for the course fees.

*Details: <http://lei.sr?a=C3e4u>*

## New PT courses in diabetes and back pain

New ‘Level 4 Specialist Practitioner’ qualifications for personal trainers wanting to meet client needs in growing areas of complaint – caused by overeating and inactivity – have been launched by Focus Training.

The course combines a Level 3 Diploma in Exercise Referral with a choice of either Level 4 Lower Back Pain Specialist or Level 4 Obesity and Diabetes Specialist.

Head of operations Ben Jackson says personal trainers want more choice of specialist courses, with a view to strengthening their skill-set, while at the same time boosting their future earning potential.

“Smart PTs who like to stay ahead of the trends will realise that our ageing population is creating a massive rise in exercise referrals from general practitioners and that our more sedentary lifestyles are creating more problems with obesity,” he said.

“Those PTs want a qualification that will enable them to capitalise on the increased opportunities in these specific sectors.”



Over 24-year-olds can apply for government funding for the course

Fully-accredited ‘Specialist Practitioner’ courses in both disciplines will be running at a number of venues across the country throughout the summer months.

In addition, the course qualifies for advanced learning loans, meaning over 24-year-olds are eligible to apply for government funding for the course.

*Details: <http://lei.sr?a=e6T7Z>*

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



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## Health & Wellbeing Manager

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The ideal candidate will have excellent communication skills, the ability to analyse problems and implement necessary actions, be good at problem solving and decision making. Candidates will have a passion for providing excellent customer service and treating customers with dignity and respect at all times.

**For an informal chat please contact the General Manager Nick Neale on Tel: 01308 426907. To apply online please visit [www.bridportleisure.com/job-vacancies](http://www.bridportleisure.com/job-vacancies).**



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## CLUB MANAGER

Soho Gyms are looking for a Club Manager to take responsibility for one of our busy London gyms. We're a privately owned gym group in its 20th year which has recently grown to ten gyms, nine in London and one in Manchester. We have a large PT division and our own fitness Academy.

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## Marketing Manager

### Maximum Fun Group

Incorporating Devon's Crealy Great Adventure Park & Crealy Meadows Caravan and Camping Park, Cornwall's Crealy Great Adventure Park with 5\* Self Catering Accommodation & Camping, Adrenalin Games Paintball.  
Based Exeter - Devon

Salary - £25k – £35k depending on qualifications and experience

#### About us:

Maximum Fun Group incorporates Crealy Great Adventure Parks, Devon & Cornwall, both are multi award winning family attractions located just minutes from junction 30 off the M5 in Devon and just off the A39 between Newquay, Padstow & Wadebridge in Cornwall. Both parks have 5 star accommodation on site, over 60 rides and attractions and are set in over 100 acres of glorious countryside. There are over 200 zoo and farm animals, 30 outdoor attractions and a variety of live entertainment shows, events and other exciting activities to choose from. The parks cater for the whole family with the target market being families with children up to the age of 14. Adrenalin Games Paintball is located adjacent to Devon's Crealy Great Adventure Park and is the number one paintball experience on Tripadvisor.

#### About the role:

This exciting, interesting and fast-paced role requires a capable and confident person. As Marketing Manager you will be responsible for developing and delivering the overall marketing output for the Maximum Fun Group, overseeing all marketing activity, social media and online content, PR and media plans, as well as managing the day to day relationships with external agencies. You will be responsible for all external communication for the Maximum Fun Group, manage and control the annual marketing budget and lead the internal marketing and design team to drive visitor attendance and accommodation revenues for the Maximum Fun Group.

#### Minimum Requirements:

- 2-3 years' experience in the marketing field preferably in the attractions or leisure industry.
- Must have a proactive, goal-oriented, can-do attitude.
- Must be willing to work flexible hours, which on occasion may include evenings and weekends to support park General Managers to deliver marketing-led promotions and events.
- The role will require weekly travel to the Cornwall Park; therefore candidates must have a valid driver's licence, clean driving record and be willing to use their own vehicle. Business mileage will be paid.
- Proficient computer skills (Word, Excel, PowerPoint, Outlook, Photoshop, experience with CRM systems is preferable).

#### Responsibilities:

- You will manage the marketing team to drive visitor attendance and accommodation revenues for the Maximum Fun Group.
- Candidates must preferably have previous experience in a marketing role within the theme park, attractions or leisure industry. The position requires in-depth knowledge in the areas of market research and analysis, marketing, public and community relations, advertising, promotions and sponsorships.
- You will be expected to set and manage against objectives and schedules, and effectively coordinate and manage internal and external resources.
- Strong interpersonal skills are required for building and maintaining relationships, making presentations, negotiations, and verbal and written communications.
- You will be required to actively participate in industry associations such as DATA, CATA, BALPPA & IAAPA meetings and conventions; this may include the Chambers of Commerce, and any other local or regional associations that can raise the positive profile of the Maximum Fun Group.
- You will need to develop and maintain strategic partnerships and linkages with key players in the tourism and travel industry, local and regional theme parks, hotels and resorts, and other community and business organisations to support the Maximum Fun Group.
- Provide information on attendance patterns and performance of promotional initiatives, and provide and analyse data to inform and shape decision making.

To apply please send a current CV accompanied by a covering letter to:

Helen Dawson  
Crealy Great Adventure Parks  
Sidmouth Road  
Clyst St Mary  
Exeter  
EX5 1DR  
[helendawson@crealy.co.uk](mailto:helendawson@crealy.co.uk)  
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#### Sports Club Duty Manager

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

#### Multiple Tutor & Assessor roles

Company: YMCAfit  
Location: Birmingham and Leicester, UK

#### Spa / Beauty Therapists

Company: Bedford Lodge Hotel  
Location: Suffolk, UK

#### Fitness and Customer Services Operations Manager

Company: Kirklees Active Leisure  
Location: Huddersfield, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Technical Manager

Company: Borders Sport  
Location: UK

#### General Manager

Company: Fusion  
Location: Braintree, Essex, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Area Sales Managers (South)

Company: Fitness Systems  
Location: South, UK

#### General Manager

Company: Fusion  
Location: Across South London, UK

#### Fitness Instructor - Freelance

Company: NRG Gym Limited  
Location: Watford / Gravesend, UK

#### Beauty Therapist

Company: The Glassworks Health Club  
Location: Cambridge, UK

#### Golf & Squash Complex Manager

Company: Fusion  
Location: Bedfordshire, UK, UK

#### Dry Operations Manager

Company: Fusion  
Location: Southwark, UK

#### Duty Reception Manager

Company: The Glassworks Health Club  
Location: cambridge, UK

#### Duty Manager

Company: GLL  
Location: Iver, UK

#### Duty Managers

Company: GLL  
Location: Streatham, UK

#### General Manager

Company: GLL  
Location: Reading, UK

#### Health & Fitness Supervisor

Company: GLL  
Location: Crystal Palace, UK

#### Duty Manager

Company: GLL  
Location: Prestwood, UK

#### Leisure Centre Manager (Part time)

Company: Crestwood College  
Location: Eastleigh, Hampshire, UK

#### Sports Centre Supervisor

Company: University of Essex  
Location: Colchester, Essex, UK

#### Recreation Assistant x2

Company: Surrey Sports Park Ltd  
Location: Guildford, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: London, UK

#### Facility Manager

Company: Sandwell Leisure Trust  
Location: West Mids, UK

#### Health & Fitness Supervisor

Company: GLL  
Location: Queen Elizabeth Olympic Park, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Southampton, UK

#### Duty Manager - Full time

Company: Everyone Active  
Location: Brent, London, UK

#### Active Health Officer

Company: Lancaster City Council  
Location: Lancaster City, UK

#### Personal Trainers - Freelance

Company: Everyone Active  
Location: Loughton, UK

#### Membership Sales Advisor

Company: Everyone Active  
Location: Nottinghamshire, UK

#### Gym Manager

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

#### Swimming Instructors

Company: Parkwood Leisure  
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Company: GLL  
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#### Health & Safety Officer

Company: GLL  
Location: Woolwich SE18 6SX, UK

#### Sales Advisor

Company: GLL  
Location: Camden, London, UK

#### Activity Coach

Company: Everyone Active  
Location: Daventry, UK

#### Swimming Development Officer

Company: National Deaf Children's Society (NDCS)  
Location: Birmingham / London, UK

#### 2 Female Fitness Instructors

Company: Inner Beauty  
Location: Essex, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: Bicester, UK

#### Cleaning Supervisor

Company: Parkwood Leisure  
Location: Bicester, UK

#### Swim Lesson Manager / Duty Manager

Company: Everyone Active  
Location: Southam Leisure Centre, Warwickshire, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Oxfordshire, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### GP Referral Co-ordinator

Company: Parkwood Leisure  
Location: North Solihull, UK

#### Development Officer (Active Lifestyles) x 2

Company: Sefton Council  
Location: Southport, UK

#### Active Lifestyles Officer

Company: Wandsworth BC  
Location: Wandsworth, London, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Wolverhampton

#### Action Challenge Instructor

Company: Center Parcs  
Location: Cumbria, UK

#### Assistant General Manager (mse)

Company: The Gym Group  
Location: Wolverhampton

#### Receptionist

Company: Everyone Active  
Location: London, UK

#### Lifeguard - 2 posts

Company: Charterhouse Club  
Location: Godalming, Surrey, UK

#### Assistant General Managers

Company: The Gym Group  
Location: Various locations, UK

#### General Managers

Company: The Gym Group  
Location: Various locations, UK

#### Customer Relations Manager

Company: Fusion  
Location: Brockwell Lido, Lambeth, UK

#### Instructors

Company: Les Mills  
Location: London, UK

#### Customer Relations Manager

Company: Fusion  
Location: Brockwell Lido, Lambeth, UK

#### General Manager

Company: Fusion  
Location: Enfield, UK

#### Recreation Assistant

Company: Parkwood Leisure  
Location: Exeter, Devon, UK

#### Commercial Director Golf

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

#### Senior Manager - Programme

Company: YMCA Fylde Coast  
Location: Poulton Le Fylde, UK

#### Senior Manager - Physical Activity (Pools)

Company: YMCA Fylde Coast  
Location: Poulton Le Fylde, UK

#### Gym Instructor/Lifeguard

Company: Palms  
Location: Norfolk, UK

#### Aerobics/ Gym Instructor

Company: Palms  
Location: Norfolk, UK

#### Duty Manager

Company: Palms  
Location: Norfolk, UK

#### Recreation Assistant

Company: Parkwood Leisure  
Location: London, UK, UK

#### Senior Manager - YMCA Thornton

Company: YMCA Fylde Coast  
Location: Poulton Le Fylde, UK

**Pool Manager**

Company: Parkdean  
Location: Porthcawl, Wales, UK

**Membership Consultant**

Company: Everyone Active  
Location: Various locations, UK

**Duty Manager /  
Swimming Manager**

Company: Everyone Active  
Location: Shipson on Stour, UK

**Assistant Manager**

Company: GLL  
Location: Chesham, UK

**Sport Development Officer**

Company: Anglia Ruskin University  
Location: Based in Chelmsford, UK

**VIP Customer Manager**

Company: Grosvenor Casinos  
Location: London, UK

**Youth Programme-  
Project Coordinator**

Company: YMCA Club  
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**Active Age Co-Ordinator**

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**Front of House Manager**

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**Food and Beverage Manager**

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Location: Portsmouth, UK

**Facility Manager**

Company: Valley Leisure Ltd  
Location: Romsey, UK

**General Manager**

Company: GLL  
Location: Chesham, UK

**Divisional Sports & Community  
Development Manager**

Company: Fusion  
Location: Enfield, UK

**Service Delivery Manager**

Company: Will to Win Tennis  
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**Fitness Instructor**

Company: Parkwood Leisure  
Location: Oxford, UK

**Apprenticeship**

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**Recreational Assistant/Lifeguard**

Company: Everyone Active  
Location: Northolt, UK

**Customer Relations Manager**

Company: Fusion  
Location: Loughborough UK

**Personal Training Co-Ordinator**

Company: Fresh Fitness  
Location: Skegness, Lincolnshire, UK

**Business and Sports  
Development Manager**

Company: Places for People  
Location: Hampshire, UK

**Marketing Assistant**

Company: Parkwood Leisure  
Location: Worcester, UK

**Leisure Manager**

Company: Highbullen Hotel  
Location: Umberleigh, Devon, UK

**Fitness Instructor (Part Time)**

Company: énergie group  
Location: Enfield, UK

**Apprenticeships -  
Recreation Assistants**

Company: Everyone Active  
Location: Fareham, UK

**Group Exercise Instructor**

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

**Personal Trainer**

Company: énergie group  
Location: Enfield, UK

**Club Manager**

Company: Cumberland Lawn Tennis  
Location: London, UK

**Casual Recreation Assistant**

Company: Parkwood Leisure  
Location: Exeter, Devon, UK

**Recreation Assistant**

Company: Parkwood Leisure  
Location: North Somerset, UK

**General Manager**

Company: Fusion  
Location: Croydon, UK

**Fitness / Power Plate  
Instructor (P/T)**

Company: Énergie Group  
Location: Finchley, N12, UK

**Membership Manager**

Company: Everyone Active  
Location: Bishops Stortford, UK

**Personal Trainer**

Company: Everyone Active  
Location: Bishops Stortford, UK

**Business Sales Manager**

Company: GLL  
Location: London, UK

**Gym Manager**

Company: Pure Gym Limited  
Location: London, Oval, UK

**Member Services Manager**

Company: Ilkley Lawn Tennis Club  
Location: W Yorks, UK

**Fitness Club Manager**

Company: Reboot Leisure  
Location: Saudi Arabia , Saudi Arabia

**Party Leaders**

Company: Everyone Active  
Location: Bishops Stortford, UK

**Swimming Lesson Coordinator**

Company: Xpect Health and Fitness  
Location: Braintree, Essex, UK

**Swimming Teachers**

Company: Everyone Active  
Location: Northolt, UK

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Company: Organo Gold  
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Location: Nationwide, UK

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Location: Nationwide, UK

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Company: Exercise 4 Less  
Location: Nationwide, UK

**Gym Instructor**

Company: Amac Training Ltd  
Location: Nationwide

**Personal Trainer**

Company: Amac Training Ltd  
Location: Nationwide

**GP Exercise Referral**

Company: Focus Training  
Location: Nationwide, UK

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Location: Blackpool, UK

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## AM2 magazine to launch on 1 June

*Continued from front cover*  
Julie Badrick, publisher of *Attractions Management*, will act in that role for the new title and Ricky Popat has been named associate publisher.

Terry said: "We believe there's a gap in the market for a regular news and jobs magazine for the global attractions market. We've had incredible support from the industry since we launched *Attractions Management* nearly 20 years ago and our readers are telling us they want more."

The magazine will follow the format of Leisure Media's

two existing news and recruitment magazines and will be available in print, digital and online.

"The industry's growing fast," she continued, "and decision-makers across the sector



Terry: "Leisure Media will launch the first attractions news magazine"

need a powerful flow of accurate information to inform decision-making. Readers appreciate our content and our aim is to make it more accessible." *Details: <http://lei.sr?a=X4w3K>*

## Leisure ranked 'easiest sector to do business with'

The leisure sector has been ranked joint-first as the easiest sector to do business with in the latest UK Customer Satisfaction Index (UKCSI).

The index – compiled from a survey of more than 12,000 consumers – found the leisure sector to top the chart with an ease of doing business

score of 81.4 (out of 100) – 3.6 points above the average. Leisure ranked third (out of 13 sectors) in the overall UKCSI. When problems did occur, 66 per cent of leisure customers who had a problem reported it – 7.7 per cent lower than the average.

*Details: <http://lei.sr?a=H8A3w>*

## 24/7 Fitness opens at Fort Dunlop site

24/7 Fitness has taken over Birmingham's iconic Fort Dunlop building as the site for its fifth fitness club, continuing the former rubber wheel factory's traditions by offering locals a place to shed their spare tyres.

The building that once housed Fort Dunlop tyres had stood empty for 20 years, but has now been redeveloped into an office and retail space complex, with 24/7 Fitness club occupying a sizeable space of 6,395sq ft (594sq m).

24/7 Fort Dunlop is the second Birmingham facility for the health club chain, following the site in nearby Bearwood, which new members will also have access to. As with the group's other venues, the new club features a full range of cardiovascular machines; including Matrix treadmills, ellipticals and cycles, plus resistance equipment from the Matrix Aura series, free weights, and a ladies-only gym.



The famous former tyre factory has been repurposed

"Research indicates nearly 35 per cent of adults in Birmingham are physically inactive, costing the local authority over £22m per 100,000 people per annum," said Andy Loughray of Matrix Fitness, adding that the site was a vital addition to the city. *Details: <http://lei.sr?a=n2S3r>*

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