

leisure opportunities

02 SEP - 15 SEP 2014 ISSUE 640

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The power to create great changing spaces

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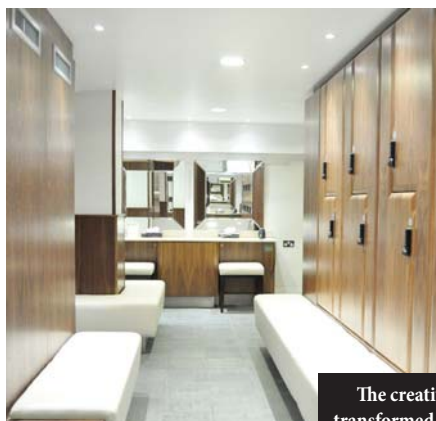
A "stunning" result

"We realised we had to upgrade our changing rooms to a standard in-keeping with our members' extremely high expectations. Craftsman was our partner of choice, delivering Maximizer lockers in a walnut finish that have transformed the storage and hanging space available, while new light cream upholstery, complemented by the new stone surfaces for the vanity units, have all helped create what are now truly stunning changing rooms."

**Ian Chaffey, Operations Director,
The Hogarth Health Club**

Craftsman delivers Hogarth's vision

Co-ordinated teamwork was the key to realising the club's mission to meet members' ever-rising expectations for changing in comfort



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



The Hogarth Health Club in Chiswick, West London, is one of the capital's oldest, most prestigious health clubs, offering members a wide choice of leisure activities, including an indoor pool, state-of-the-art Artis equipped gym, Body Pump, Spinning, beauty therapy, dance, yoga and Pilates studios, plus squash courts and outdoor tennis.

During its 30-year life, The Hogarth has undergone a wave of refurbishments to maintain its market-leading position, culminating last year with a £1m investment in the gym.

"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 that is in-keeping with our members' extremely high expectations," Chaffey adds.

"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 exciting project swiftly moving forward."

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



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

➔ 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 stunning changing rooms."

A creative rethink of the available space proved the key to ensuring that members enjoy their privacy, particularly in the women's changing room, where Craftsman have achieved discrete 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,

"Craftsman, our partner of choice, helped us create truly stunning changing rooms in what was a tricky and fragmented project"

electricians and Craftsman's own installation team, all working through the night to limit disruption for members.

Sited 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 opening at 6am.

"Many of our members own their companies, so they come into the club both before and after work," explains Chaffey, "and 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 expectations."

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Martin Long scotches LA fitness sell-off speculation

LA fitness CEO Martin Long has played down media speculation that LA fitness will offload more than the 33 clubs outlined in its CVA and says the company is focused on pushing forward.

Reports implied that the appointment of private equity specialist Michael O'Donnell – who replaces outgoing chair Fred Turok – could be a precursor to the sale of further LA fitness sites, however Long was swift to dismiss this.

"It's certainly news to me," Long told *Leisure Opportunities*. "I think the confusion stems from changes necessitated by our restructuring. Our company accounts came out recently and for the first time we filed them under 'LA fitness' rather than the old owner 'MidOcean Partners', as the CVA made those accounts irrelevant.



Long has been at the helm of LA fitness since moving from Game Group in 2008

"Obviously we're going through a period of change, with a different debt structure and new shareholders, so we'll see a new board in place. Michael was headhunted and he's a professional non-exec chair with a wealth

of experience. Fred's still involved in a consultancy capacity and remains very much part of the business."

Long added that beyond the 33 clubs being spun off – which he expects to have been completed by January – the company is eager to push forward, with new ventures such as the premium LAX brand giving cause for optimism.

"We're focusing on completing the change period and then we can set about growing our business. Sports Direct is still the preferred partner to take over the 33 CVA clubs (they've so far taken 13 of the 17 to be sold) and I expect they'll

have acquired more come January. "Some of the clubs may close and I've heard that some will be Pure Gym, but it's all to do with the landlords really, lots of parties are involved.

Details: <http://lei.sr?a=S5v5n>

Yoga scheme added to Heathrow spa experience

Global airline alliance SkyTeam's Exclusive Lounge, which opened in 2009 at London Heathrow Airport's Terminal 4, is offering a two-month yoga pilot project to customers on any of its 13 member airlines.

This scheme builds on SkyTeam's existing 1,600sq ft (149sq m) relaxation facilities at Heathrow, including a wellness centre that offers spa treatments, an oxygen bar, three full-body massage chairs, five showers, a green botanical wall, four day-beds, two VIP meeting rooms and a wine bar.

Details: <http://lei.sr?a=d2q7K>

House of Vans skate & culture hub debuts

Designed by Tim Greatrex, the new House of Vans Park entertainment hub has opened to the public after more than a year of work.

Located in the tunnels deep underneath London's Waterloo Station, the 30,000sq ft (9,144sq m) venue will showcase an art gallery, a VansLab artist incubator space, cinema, live music venue, café and bars, gifting suite, plus a skater built and designed concrete bowl, boasting a mini ramp and street course.

Two of the five tunnels on the site were previously occupied by the Old Vic Theatre – these have been dedicated to skating alone – while the rest of the venue's features are located in the remaining three spaces:



Concrete bowls and mini ramps form part of the fun

Tunnel One will be the home of the new art gallery; Tunnel Two features the 100-seat cinema screening room; Tunnel Three holds an impressive 850 capacity music venue.

Continued on back cover

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The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

subs@leisuremedia.com

Editor

Liz Terry 01462 431385

Head of News

Jak Phillips 01462 471938

Journalists

Tom Anstey 01462 471916

Helen Andrews 01462 471902

Architecture and Design

Katie Buckley 01462 471936

Products Editor

Jason Holland +44(0)1462 471922

Design

Ed Gallagher 01905 20198

Internet

Dean Fox 01462 471900

Tim Nash 01462 471917

Emma Harris 01462 471921

Publisher

Julie Badrick 01462 471919

Publisher, Spa Opportunities

Astrid Ros 01462 471911

Associate Publishers

Jed Taylor 01462 471914

Paul Thorman 01462 471904

Property Desk

Simon Hinksman 01462 471905

Financial Administrator

Denise Adams 01462 471930

Circulation Manager

Michael Emmerson 01462 471932

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Online: www.leisuresubs.com

Email: subs@leisuremedia.com

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Coventry City returns to Ricoh Arena

English Football League One club Coventry City is set to make a return to the Ricoh Arena, agreeing a two-year deal to return to the ground after playing a season of home games at Sixfields in Northampton.

The Sky Blues had been forced to leave the Ricoh after a long-running row over rent with stadium owners Arena Coventry (ACL), which was owed unpaid rent of more than £1m by the League One club dating back to early 2012.

Following a month of negotiations, the payment issue has been resolved and Coventry can now return to the Ricoh, with special dispensation from the Football League. An agreement will run until 2016, with the possibility of extending that deal until 2018. The club returns to the Ricoh Arena for the first time on 6 September, when the side takes on Gillingham FC.

In a statement from the club, development director of Coventry City, Steve Waggott, said: "We are under no illusion what a difficult 12



The club left the Ricoh last season after a pay dispute with the stadium owners

months it has been for the supporters and that was uppermost in our thinking as we worked to get this deal done. There has had to be compromise on both sides and the commercial details of the deal will remain confidential.

"Now it is all about looking forward to a really exciting season with a real chance of success. I am sure every fan will want to give (manager) Steven Pressley, their full backing for the season." Details: <http://lei.sr?a=S9m4k>

International Rugby Board set for rebrand

The International Rugby Board (IRB) is set to be renamed World Rugby later this year, as part of a major rebranding programme.

The new brand, which includes a new logo, will be revealed at the IRB World Rugby Conference and Exhibition being held in London on 17 November.

According to IRB officials, the move is a "mission statement", intended to reflect rugby's expansion into new territories around the world.

IRB chair Bernard Lapasset said that globally, rugby participation has increased by more than 2 million players over the past four years and there are now 6.6 million regular players around the world.

He added that growth has been driven by the commercial success of the Rugby World Cup, the IRB's development strategies and record investment, strong and vibrant unions and rugby's re-inclusion in the Olympic Games. "Rugby continues to thrive, reach out and



The Rugby World Cup 2015 will be staged in England

engage new audiences and participants in record numbers and the IRB has been at the heart of that growth," Lapasset said.

"We're committed to furthering that growth beyond our traditional family and fan base. This move is more than just a name change, it is a mission statement." The rebrand will not impact Rugby World Cup 2015 branding or positioning, which will remain with its logo for the current event cycle. Details: <http://lei.sr?a=U7s3W>

Ryder Cup invests in RFID fan tech

Fans attending the 2014 Ryder Cup in Gleneagles, Scotland this month are set to enjoy one of the most technologically advanced golf events in history, thanks to the use of Radio Frequency Identification (RFID) technology.

Spectators will receive a branded RFID wristband, allowing them to take part in fun activities around the course and share experiences instantly to social media.

Once activated, the wristbands will allow fans to engage with many of the official partner activities based in the Ryder Cup Spectator Village – such as the Ryder Cup Experience – where spectators can compete in a simulated team competition with live scoreboards situated all around the famous golfing venue.

Out on the course, the Active Scotland initiative 'Walk the Course', will encourage spectators to get out to all areas of the venue with prizes for those who check in at points around the course.



The branded RFID wristbands will place fans even closer to the action

The wristbands also enable fans to show support for their team, including a virtual 'high five' for the European Team or Team USA on arrival. By touching their wristband to points around the golf course fans will be registered on a supporters' leaderboard. They will also be able to connect with friends and family around the world through automatic social media updates on Facebook and Twitter. Details: <http://lei.sr?a=Q7E3D>

Circuit of Wales plans boosted by new deal

Long-held plans for the creation of the £315m Circuit of Wales racetrack have been boosted after its backers signed a five-year deal to host motorcycling's British MotoGP event at the venue.

The track, yet to be constructed, will become a purpose-built hub for the British motorsport industry, catering for major events and also being a centre for motorsport-related industries.

The deal with commercial rights owner Dorna will see the event held at another venue next year, with the Circuit of Wales becoming its home in 2015 for a remaining four years, while a possible five-year extension could also be in the offing.

Being overseen by the Heads of the Valleys Development Company, the first phase of the project would see the construction of a 3.5-mile (5.6km) international specification motor racing circuit with world championship facilities, while plans for a hotel, commercial and retail complexes are also in the pipeline.

To be located near Ebbw Vale in Blaenau Gwent, the venue will also house a race academy and training facility, intended to help develop the skills of future motorsport drivers.

Other features at the site are to include motocross, trials and enduro venues, an



The venue could become a hub for British motorsport

international kart circuit and an array of leisure amenities. Last year Spanish company FCC and civil engineer Alun Griffith won the construction contract for work at the site, with designs being created by architects Populous, engineers Arup and Powell Dobson Urbanists.

The project has been the subject of severe planning delays following land disputes, while calls have been made on several UK governments to provide investment for the scheme.

However, once the project is completed, it is thought that around 750,000 visitors would visit the arena each year, while 6,000 jobs could also be created. Details: <http://lei.sr?a=W8x9X>

Gillingham FC stadium could become largest in League 1

A proposed new stadium for English football League One side Gillingham would be more than double the size of its current home, making it one of the biggest grounds in the entire division, according to new details released in August.

With a current capacity of 11,582, Priestfield – originally opened in 1893 – could not support the club if it were to reach a higher level in the football pyramid. The proposed new stadium, for which the club has earmarked 40 acres of land at nearby Mill Hill, around a mile away from the current ground, would be able to seat up to 24,000 spectators on match day. Details: <http://lei.sr?a=K6T9e>



Hockey balls and sticks will be shared out

Glasgow 2014 equipment goes to grassroots sport

More than £600,000 worth of sports equipment, used at the Glasgow 2014 Commonwealth Games, will be distributed across Scotland as part of legacy plans to help the country's grassroots sport.

More than £200,000 worth of equipment will be given to sport governing bodies, with another £200,000 going directly to clubs and facilities. Separately, £200,000 of weightlifting and powerlifting equipment will go to the sportscotland Institute of Sport to upgrade and replace existing items.

Stewart Harris, CEO of sportscotland, said: "Glasgow 2014 provided sportscotland a fantastic opportunity to accelerate our plans towards developing a world-class sporting system at all levels, which we have seized.

"From balls and whistles, to the larger, technical items of equipment which are available, all will have a positive impact on the communities which receive them.

"Sportscotland is committed to providing more opportunities for people of all ages and abilities across the country, and the Games equipment will play a part in this process." Details: <http://lei.sr?a=A4q8B>

Irish health club becomes largest in énergie estate

énergie Fitness is the new operator of Naas Health and Fitness, a 31,000sq ft (2,880sq m) health club in North Kildare, Ireland, which replaces Wilmslow to become the largest club across the whole énergie estate.

Abbey Fitness and Wellness, master licensee for the énergie franchise in Ireland, has taken a 10-year lease on the club in the Dublin suburbs for an undisclosed sum.

Naas Health and Fitness has been open for 14 years and draws members from the North Kildare suburban area to the facilities, which include a gym, 25m (82ft) swimming pool, studio classes, indoor climbing wall and three squash courts. Details: <http://lei.sr?a=G3w9d>



Pure Gym founder and CEO Peter Roberts

Pure Gym maintains march on Manchester with 6th gym

PureGym is to continue its expansion after the failed merger with The Gym Group by opening yet another new club in Manchester by the end of the year.

The latest gym – located in Exchange Quay – will be the chain's sixth in Manchester. The city has become a hotbed of operator activity as of late, with Pure Gym's new site coming just weeks after Nuffield Health took over the former Virgin Active club at Manchester Printworks and announced a partnership with Manchester Metropolitan University to improve health across the North West of England.

Pure Gym CEO Peter Roberts last month announced the chain would open a further 20 sites by the end of 2014, through a combination of consolidating in areas where the company is already strong, as well as expanding its footprint in less-developed markets. The chain's latest Manchester launch follows its existing sites in the city on Bury New Road, Debdale, Moston, Urban Exchange and Spinningfields, providing a total membership base of 29,912. Details: <http://lei.sr?a=t4k9G>

Gym Group eyes 'Europe & beyond'

The Gym Group is "positively exploring" foreign markets and engaging in discussions with a number of parties as it bids to banish the ghost of its failed merger with Pure Gym by way of overseas expansion.

The Gym Group CEO John Treharne told *Leisure Opportunities* the gym chain is exploring a number of markets "in Europe and beyond" with a view to sealing deals sooner rather than later.

"It's tough to say whether it would be in the first six months or the next, but certainly we'd be disappointed if things hadn't progressed one year from now," said Treharne. "We're reviewing all markets and not ruling out any options at this stage. We could enter a market on our own or we could go in on a joint venture – all possibilities remain open at this stage."

On the home front, Treharne doesn't expect the UK economic recovery to have an impact on the low cost gym sector, citing industry analyst Ray Algar's view that the budget concept is here to stay, as can be evidenced by



CEO John Treharne has big plans for the chain's expansion

the continued success of the low cost airlines.

"We're eager to press ahead with our UK expansion and will look at incorporating market trends like HIIT – most likely in our larger clubs – but still maintaining our low cost concept," he continued. "The plan is to continue rolling out 20-25 gyms per year and at some point in 2016 we'd like to be approaching the 100-club mark in the UK – regardless of overseas." Details: <http://lei.sr?a=P5Z8q>

Fitness, not food, key to health crisis: report

A new report from a British think tank has given further support to the notion that inactivity, not obesity, is at the root of the UK's health crisis.

Published by the Institute of Economic Affairs, *The Fat Lie* studies evidence from DEFRA, the National Diet and Nutrition Survey, the ONS and the British Heart Foundation, finding all the evidence indicates that per capita consumption of sugar, fat and calories has been falling in the UK for decades.

The report notes that the average body weight of English adults has increased by two kilograms since 2002, while calorie consumption has fallen four per cent and sugar consumption has slipped nearly 7.5 per cent. Highlighting the decline in physical activity – an ongoing trend since the 1970s – as the reason weight increase, the report points out that the rise of office jobs and labour saving devices means people have fewer opportunities for physical activity, both at work and at home.



A decline in activity has coincided with an increase in UK obesity levels

"The root cause of Britain's rising obesity levels has not been a rise in calorie intake but a rise in inactivity," commented the author of *The Fat Lie* Christopher Snowdon.

"With obesity now featuring so heavily in the media it is worrying that so few people know that our largely sedentary lifestyles, not our appetites, have been the driving force behind the UK's expanding waistlines." Details: <http://lei.sr?a=W2j8u>

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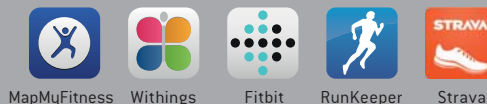
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Wearable Bite Counter bids to improve eating habits

A new piece of wearable kit has been developed to stop people from overeating, with the Bite Counter looking to provide a remedy to the developed world's obesity crisis.

The counter has been designed as a wristwatch to detect, count and display the number of bites its wearer takes each day, in a bid to prevent them from eating too much.

The device uses wrist-motion tracking to count bites and estimate calories, while an alarm buzzer can be set to allow users to be warned when they're reaching their daily bite count. The device was developed by researchers at South Carolina's Clemson University and can be used to build up a food profile log. Details: <http://lei.sr?a=C5E3F>



Harry Sowerby started the company in 1999

BMF swells ranks with the return of original founder

Harry Sowerby, original founder of British Military Fitness (BMF), is returning as chair, 11 years after leaving to be a section commander in Iraq and Afghanistan.

He first conceived the BMF concept while working on the set of Hollywood blockbuster *Saving Private Ryan*. Having recently completed his Army PTI (Physical Training Instructors) course, Sowerby was asked if he would be interested in setting up a company to deliver British Army-style fitness classes in parks across London, prompting the first class to be held in Hyde Park in April 1999.

After nearly five years of heavy involvement, Sowerby left the company to serve his country in 2003, later joining Kellogg Brown and Root (KBR) as project manager, providing support on all Ministry of Defence sites across Afghanistan.

As the operation in Afghanistan started to draw to a close in 2014, Sowerby decided to return to BMF in a full-time role as chair, though he remains a serving member of Army reserve battalion 7 Rifles, with the rank of sergeant in the Mortar Platoon. Details: <http://lei.sr?a=E9H5h>

Heartcore bets on boom in classes

The co-founder of group fitness studio chain Heartcore Fitness has revealed ambitious expansion plans as the business bids to cash in on a sector that is "about to explode."

Speaking exclusively to *Leisure Opportunities*, co-founder Brian Schuring said the chain hopes to have nine London locations in place by the end of the year – there are currently five – but is also looking further afield.

"We've been working really hard in recent years to refine the business and our product to warrant scaling it up, and now there's a cluster of growth scheduled in London after 18 months of scouring the market for suitable properties," said Schuring. "15 London sites would probably be the saturation point for our business in London. But we're close to securing an exciting partnership that would enable us to expand across the UK and possibly into major financial centres across the world."

The business was founded in 2007 by Brian and Jess Schuring – once married, now good friends and business partners. Brian's



All Heartcore classes are designed in-house by Jess Schuring

background in private equity and hedge fund investment is combined with Jess's fitness expertise honed from her time working as a celebrity Beverly Hills personal trainer.

Offering a wide range of customised classes, Schuring is confident of the chain's longevity.

"We're well positioned to move forward in this market. People say high intensity group exercise is a fad that will be gone in two years, but I think we're only 10-20 per cent of the way towards the market maturation. We think this market is about to explode," he added. Details: <http://lei.sr?a=b2v3y>

Think tank: GPs should prescribe fitness classes

Think-tank Policy Exchange has suggested that the UK government pilots a scheme to allow GPs to refer patients to non-clinical sources of support, such as fitness classes that are held in local parks.

The mooted idea would see the patient pay a standard prescription charge, while the relevant clinical commissioning group would fund the rest of the cost, providing different options for the Department of Health and local providers to tackle key health issues and get to grips with growing levels of obesity.

The argument that physical activity can help manage chronic illnesses and prevent the development of serious diseases is growing in weight following increasing amounts of research.

Such is the importance of solving the inactivity crisis in the UK that key stakeholders have been holding discussion on potential solutions across the UK. The suggestion from Policy Exchange could open up opportunities for local leisure providers to make



GPs could potentially refer patients to exercise classes in parks

greater use of the new roles placed upon them. Policy Exchange has also suggested an idea that would see volunteers who take time to clean and maintain local parks, allotments and cemeteries, rewarded with council tax rebates.

A recent study highlighted the positive impact green spaces can have on the health of urban dwellers, with the report suggesting that green spaces have a better impact on mid to long-term mental wellbeing than winning the lottery. Details: <http://lei.sr?a=Z6u6c>

DON'T MISS THE HEALTH CLUB AWARDS AT LIW!



The 4th annual **MEMBERS' CHOICE Health Club Awards** take place on 30th September on the first night of LIW where the best clubs in the UK will be honoured once again.

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Get connected at LIW

Recognising how important networking opportunities are to LIW visitors, new to the show this year will be 'LIW Connections', the ability to pre-schedule one-to-one meetings at the show.

Once registered, visitors will be able to do specialist research easily, plan in advance and adopt a focused approach to doing business at LIW. Over 2,000 pre-scheduled meetings will be facilitated by Select Marketing, providing further return on time for the visitor and ensuring the conversations that matter actually happen. Register at www.liw.co.uk and get connected.

Life Fitness launches new Insignia series of products

Life Fitness, on stand W500, will be setting a new standard at LIW with the launch of their Insignia Series, a premium line of strength training products.

Insignia Series includes 21 selectorised strength training products, including 15 frame colour options, 30 upholstery choices and six shroud inlays, giving facilities flexibility to differentiate. Also, new technology integrations enable exercisers to tailor the equipment experience to suit their needs and help track their workouts, whilst an electronic rep counter and timer, 'LFcodes' and QR code provides immediate access to exercise tutorials and set-up tips through the Life Fitness mobile app.

Plummer to star at Indie Day

Thursday will be LIW's 'Independents' Day' – an exciting new feature delivering a day of activity aimed at tackling the challenges faced by independent operators.

The Keynote will be delivered by Thomas Plummer, a fitness business guru with 30 years' experience in the sector, who is renowned in the US for coaching independent operators to heady success.

Thomas will be talking about how to survive and thrive in competitive markets, as well as change and the opportunity operators have to make money from it.



The LIW Live stage will feature a host of big names, following on from Ricky Hatton's star turn last year

Special guests ready to light up Live Stage

Back by popular demand, the LIW Live Stage will once again be hosting exciting demonstrations and interviews from some of the biggest names, spotlighting latest industry innovations.

Across all three days, the stage will host presentations from Piloxing – a non-stop, cardio fusion of pilates, boxing and dance led by founder Veveca Jensen – and also from D2F Battle Rope classes. On the Tuesday, there will be interviews with Matrix Ambassadors Sally

Gunnell MBE and Dani King MBE, in conjunction with the Women's Sports Trust.

The stage will welcome more Matrix Ambassadors in the form of Chris Radlinski and Paul Johnson from the Wigan Warriors Rugby League team on the Wednesday, as well as England Rugby player Ben Morgan.

On Thursday there will be a morning session on dementia awareness in sport, followed by an afternoon interview with the Royal Marines.

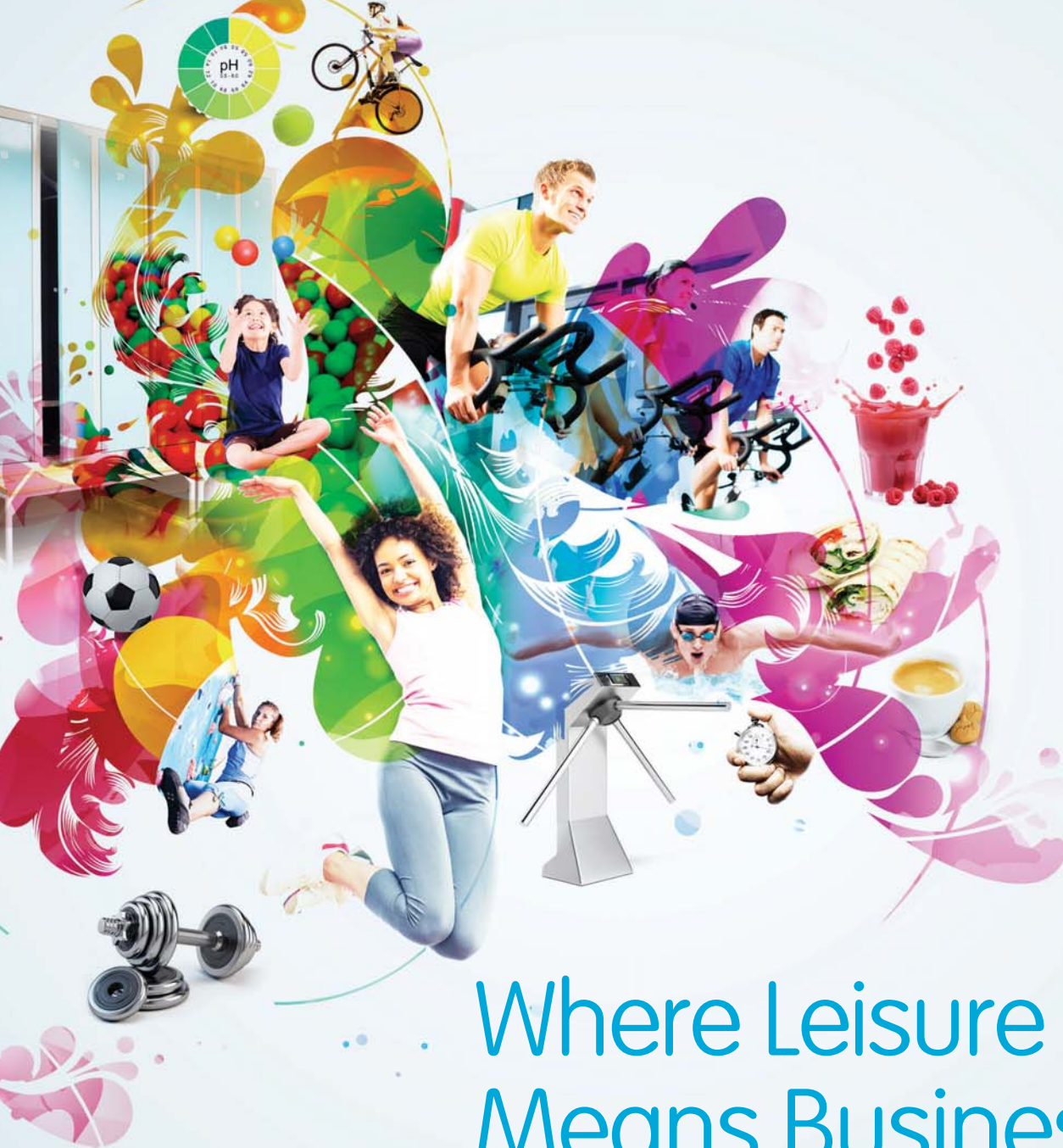
Keynotes from fitness figureheads to assess the current state of the industry

ukactive CEO David Stalker will return to Leisure Industry Week to provide a highly-anticipated keynote seminar detailing an overview of the current state of physical inactivity in England. He will review inactivity levels across the country, assess the key trends and put forward recommendations on how we can turn the tide of inactivity.

Hans Muench, IHRSA European director, will provide a keynote session looking into the state of the health and fitness industry on a global level, while highlighting cutting edge ideas to benefit UK operators. This will be a 'best of' session from the global health club body IHRSA, pulling information from experts across four continents and including impressions from the recent CanFitPro event in Canada, covering US trends, 'what's hot' in Europe, examples from across continents and statistics that aid comparative analysis.



David Stalker will hammer home the key points from ukactive's campaign to end inactivity



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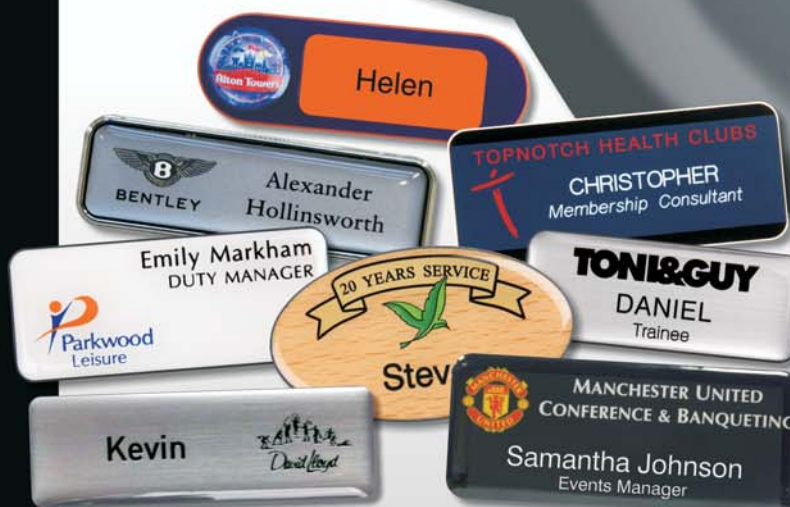


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Inbound tourism hits new heights

British inbound tourism increased again in the first half of 2014, setting a new record for overseas visitor numbers, according to the latest figures from the Office for National Statistics.

There were 16.4 million inbound visits to Britain from January to June 2014 – an increase of eight per cent compared to the first half of 2013. The results continue the momentum from 2013, which was a record year for inbound tourism, with 32.9 million visitors coming to Britain's shores over the 12-month period.

June 2014 alone also saw a record 3.18 million visits from overseas – a 10 per cent increase on June 2013. Spending by visitors to Britain also increased in June, up four per cent in nominal terms to a total of £1.97bn.

Holiday visits were strong across the first half of 2014 – 12 per cent above 2013 results – and accounted for 44 per cent of visits in June.

"The UK's fine heritage, world-leading attractions and vibrant retail offering continue to attract increasing numbers of overseas visitors," said Barclays head of hospitality and leisure Mike Saul. "Wealthy consumers from emerging economies such as Asia and the Middle East, together with visitors from the three highest spending countries, the USA, France and Germany, are driving growth in visits and higher spend from overseas."

Visits from the rest of the world regions (Asia Pacific, Middle East, Latin America



London once again helped pull the crowds in

and Africa) were flat during June compared to last year, but after a good start to 2014, are currently two per cent higher over the first six months of this year against 2013's figures.

Visitors from the rest of the world regions – particularly the Middle East – will often spend far higher amounts of money than visitors from traditional markets. A recent report found that visitors from the Middle East are Britain's most zealous international shoppers, with clothes or shoes at the top of their shopping list. Of the Middle Eastern visitors, Kuwaitis were shown to be the biggest spenders, with the average visit from that country delivering £4,000 to the UK economy. By comparison, the average French visitor will spend an average of £343. Details: <http://lei.sr?a=W3w6d>

Government must look beyond top-line tourism figures



KURT JANSON
is policy director of
the Tourism Alliance

Much was made of the *International Passenger Survey* figures released in recent weeks. They showed that the number of visitors to the UK and amount they spend continues to increase, and value of tourism to the UK economy continues to rise. In 2013, inbound tourism revenue was up by 13 per cent to a record £21bn, creating an estimated 42,000 new jobs in the process. This is all good news.

However, behind this good news there is some unpleasant reading. A recent report by the European Travel Commission contains figures which show the growth in tourism to the UK is actually below the European average. Yes, we have been doing well, but a lot of other EU countries have been doing better.

Of even more concern are figures that the Tourism Alliance has produced that look at the growth of tourism to the UK from the country's 35 main source markets since 2006, and compares this growth to the growth in outbound tourism from these countries.

This research shows that, of the UK's top 35 source markets for inbound tourism, the rise in visitor numbers to the UK has only exceeded the outbound tourism rise in four markets – Brazil, Lithuania, Romania and Greece. In the others, we lost market share.

It also shows that the UK has been performing particularly badly in some of its large traditional markets. For example, outbound tourism from Germany has increased 8 per cent since 2006 – however, the number of German visitors to the UK has decreased by 13 per cent over the same period. Similarly, in the UK's biggest source market, the US, outbound tourism has fallen by 5 per cent since 2006, but the number visiting the UK has decreased by 27 per cent.

This poor performance has been masked by significant increases in the amount these visitors are spending in the UK, due to the weaker post-recession pound. But with the UK economy improving along with the strength of the pound, the UK's underperformance will be increasingly exposed. It is therefore crucial that the government heeds the warning signs, rather than remaining complacent that tourism will continue to provide growth and employment.

Survey highlights sector's role in recovery

Figures from the latest *Labour Force Survey* show that the tourism industry is helping to drive the UK's economic recovery through job creation.

The numbers produced by the Office for National Statistics (ONS) show that total employment across the UK increased by 820,000 over 2013 – of which 120,000 jobs (15 per cent) were attributable to the UK tourism industry. With 39 per cent of these new tourism jobs going to people under the age of 30, the growth of the UK tourism industry is also one of the leading factors in the 20 per cent reduction in youth unemployment highlighted by the statistics.

"Over the last five years the UK tourism industry has shown that it is world leader, generating significantly increased export earnings and employment for the UK economy that has helped to pull the country out of recession," said Tourism Alliance chair Ufi Ibrahim. "What we need now is to work with government to



Tourism Alliance chair Ufi Ibrahim wants more government support

develop policies on issues such as VAT, APD and visas, that build on this performance." Last year was a record for inbound UK tourism with 33 million people visiting and spending £21bn in the UK economy during 2013. Meanwhile, the first six months of 2014 have seen visitor numbers jump further (see story above). Details: <http://lei.sr?a=M8T4m>

Oakwood Theme Park plans £2m attraction refurbishment

Oakwood Theme Park in Pembrokeshire, Wales, has revealed plans for a major £2m investment, installing a Legend of Sleepy Hollow area featuring a range of new attractions to replace the park's Wild West zone.

Due to open in 2015, The Legend of Sleepy Hollow area will feature a "secluded glen with a haunting atmosphere" to be home to the Headless Horseman and the "Tree of the Dead". The new attraction at the park – which is owned by Aspro – will also be accentuated with mythical local tales of haunted spots and twilight superstitions.

The announcement coincided with a visit from Welsh tourism minister Edwina Hart, who praised Pembrokeshire's "forward looking" tourism businesses. Details: <http://lei.sr?a=F6D8b>



A reported air conditioning fault was to blame

Tyneside waterpark forced to close just days after opening

A recently opened waterpark in North Shields, Tyneside, was forced to temporarily close after reports of breathing difficulty and sickness among the park's visitors.

Wet 'n' Wild entered into administration in October 2013 despite the attraction being profitable for "much of the year" and it later underwent an extensive £1.1m revamp.

Moirai Capital Investments appointed Serco to manage and operate the waterpark, which has been leased to Serco for 25 years.

The waterpark offers more than 1km (0.62m) of slides including The Hurricane, The Kamikaze, The Abyss and Calamity Canyon. The recent investment has seen the development of a new reception, shop and café, as well as a specially-designed children's soft play and birthday party area, plus a dedicated family changing village.

"Wet 'n' Wild closed one hour early on Friday as a result of technical problems we were experiencing," said a spokesperson. "For the comfort of our staff and customers, we took the decision not to open on Saturday to allow us to check all pool water and humidity levels. Details: <http://lei.sr?a=g3P8x>

National Gallery drops photo ban

The National Gallery in London is allowing visitors to take photographs of its collection for the first time, after relenting in a losing battle against smartphones.

Until the end of July, the gallery had banned all photography by members of the public, but staff found it increasingly challenging to differentiate from when guests took photos on their phone or were simply using the gallery's free wifi to research the works online.

The gallery will now permit visitors to take photos using their phones and standalone cameras. The decision means the Gallery has fallen in line with most UK museums and galleries by allowing photography of its permanent collection.

The museum does, however, continue to uphold a longstanding ban on flash photography and tripods, while some temporary exhibitions and certain significant pieces will be marked as not for photography. With technology an ever-increasing presence in



The Gallery has adopted the same policy as the majority of UK institutions

UK attractions – including Google Glass, Oculus Rift, video games and an array of other new technology – elements such as 'digital reach', social media influence and high quality tech installations are becoming ever-important for museums and galleries, so as not to seem outdated, and to effectively spread the word of what they have on offer. Details: <http://lei.sr?a=W2q7t>

Top UK attractions fall short on disabled access

A survey of the UK's top attractions has thrown up a number of concerns regarding accessibility, prompting the minister for disabled people to call for higher standards.

Disability charity Vitalise contacted the UK's top 100 attractions – based on visitor statistics from the Association of Leading Visitor Attractions – to gauge how well people with disabilities are accommodated across the UK's top sites. Of the 52 attractions which responded, the survey found:

- 63 per cent of attractions said they were not fully wheelchair accessible
- Of the 27 venues that charged for entry, 44 per cent offered no discount for disabled people
- Hoists were available in 19 per cent of places, a facility which Vitalise describe as "an indispensable item for some disabled guests"
- 25 per cent did not have fully accessible approaches, including from carparks
- Only 13 per cent said all their staff had disability awareness training
- 26 per cent of attractions did not have accessibility information available on their websites



Mark Harper has urged UK attractions operators to up their game

The results prompted minister for disabled people Mark Harper to urge attractions to up their game, also pointing out that businesses "were missing a trick" from a financial perspective by not being fully accessible.

"Everyone deserves to enjoy a summer holiday – people with disabilities are no exception. I'm calling on all in the British tourist industry to look at what more they can do to better cater for disabled travellers," said Harper. "There are eleven million people with a disability in Britain and they have a combined spending power of £80bn." Details: <http://lei.sr?a=n6e9f>



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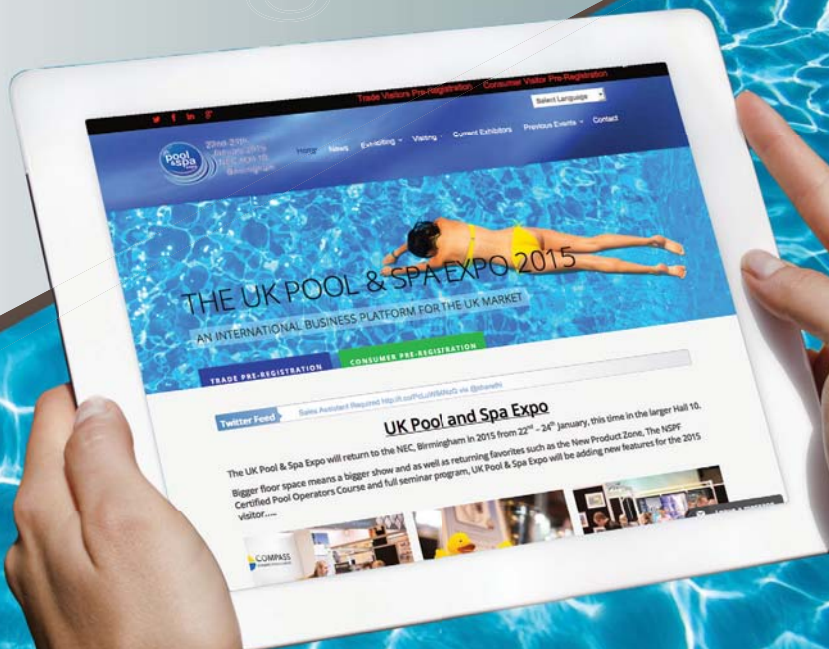
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Spaseekers adds pregnancy guide

Online spa bookings specialist *spaseekers.com* has added a new Pregnancy Spa Guide to its website to advise mothers-to-be on the kind of treatments that can provide targeted relief from common complaints including backache, water retention, stretchmarks and hormone-induced skin problems.

The guide includes advice on the kinds of treatments that are safe for pregnant women in their second trimester and where to find them. The site markets spa breaks as a perfect way to learn to relax – a key part of ante-natal classes.

In the guide's 'pregnancy dos and don'ts' section there are warnings against massage up to the end of the first trimester and from week 30 onwards. Treatments to avoid when pregnant include the use of stimulating heat commonly found in a spa's wet zone facilities, such as saunas, hot tubs, steamrooms and tanning beds. Ice fountains and cooling treatments are much less hazardous.



Pregnancy spa myths are debunked in the informative guide

Organic and fragrance-free massage oils and creams are highlighted in the guide as things to look for when booking a treatment at a spa to avoid triggering nausea in those suffering morning sickness. There is also a section within the guide where five top pregnancy spa myths are debunked, with complementary facts, designed to reassure pregnant spa-goers. Details: <http://lei.sr?a=j6T9p>

Franz Linser joins GSWS board of directors

The Global Spa and Wellness Summit (GSWS) has appointed Franz Linser, PhD – founder and managing director of international consulting firm Linser Hospitality – to its board of directors, guiding the GSWS as it expands its mission and identity over the next few years.

Linser brings two decades of experience in the hospitality, wellness, spa, sports and political worlds to GSWS. At age 28, he was responsible for the Austrian National ski team's training programme and went on to develop a patented training system for high-profile athletes and rehab patients.

After starting two separate wellness tourism consultancy firms, Linser brought his experience of health and tourism into politics, serving as a Member of European Parliament from 1996-1999, and in the Tyrolean legislative.

Austria's largest "cluster" of wellness properties was established by Linser, the 'Wellness Tirol' – spanning more than 100 countries.



Linser's experience is a welcome addition to the wellness board

"Anyone that knows Franz knows his incredible passion for wellness and for every project he undertakes," said Susie Ellis, GSWS CEO. "He brings such an extraordinary background and is a real mastermind in pioneering new wellness tourism models. He will prove an invaluable asset in helping the GSWS expand its vision for, and place in, the global wellness industry going forward." Details: <http://lei.sr?a=U8w9E>

Botox injections may be key to cutting growth of cancer

Botox injections, typically used to fight against ageing, may help battle cancer, according to data from medical trials performed on mice – which was published recently in *Science Translational Medicine*.

Scientists from Columbia University Medical Centre, and the Norwegian University of Science and Technology in Trondheim found that using the Botulinum toxin – the neurotoxin that disrupts nerve function to relax muscles and even out wrinkles when applied to tissue under the skin – could halt the growth of stomach tumours when applied to the vagus nerve, which runs from the brain to the digestive system. Details: <http://lei.sr?a=v7t3h>



The store giant is edging into the leisure industry

IKEA offers in-store spa sleepover to 150 customers

Swedish furniture retailer IKEA is inviting 150 customers from its IKEA Family membership scheme to spend the night in-store to indulge in an array of spa treatments.

Dubbed the IKEA Retreat, this wellness sleepover is one of many in-store activities hosted by the furniture giant. Aromatherapy massages, sleep consultations, meditation sessions and advice will be given on how to create a home healing environment during the 7 September event.

In addition to the spa treatments on offer, guests will have dinner in the store before choosing their bed for the night. In the morning, a session of yoga will take place, followed by a healthy breakfast.

The IKEA Retreat will be taking place in several locations, including IKEA Glasgow, IKEA Belfast, IKEA Warrington, IKEA Lakeside and IKEA Manchester.

The 70 year-old retail company recently revealed plans to turn its original store in Älmhult, Sweden, into a museum looking at the history of the brand that operates in more than 40 countries worldwide. Details: <http://lei.sr?a=Q9P2T>

Tough new allergen regulations could bring digital menus



PETER DUCKER

is chief executive of the Institute of Hospitality

A date you are (or should be) very aware of is 13 December 2014. It's the day new EU laws come into effect requiring food businesses to provide allergy information on any food sold unpackaged, e.g. in leisure centre cafes and diners, catering outlets and deli counters.

Evidence suggests that most food allergy incidents can be traced back to non pre-packed food, therefore information on potential allergens should always be provided to the consumer and as such, businesses now need to comply with the regulation changes by December 2014.

To comply with the new EU FIR 1169/2011 legislation, food business must declare to the consumer if there is a food product which contains or uses an ingredient or processing aid derived from one of the 14 substances or products listed below, regardless of the level of use, unless the ingredient or processing aid is no longer present in the food in neither its original or altered form.

They are: Cereals containing gluten; Crustaceans; Peanut; Egg; Fish; Lupin; Milk; Molluscs; Nuts; Soybean; Sesame; Celery; Mustard; Sulphur dioxide.

All information about ingredients from the list above must be emphasised in a contrasting font to other ingredients to clearly distinguish them from other ingredients. It is not acceptable to simply specify 'all of our may contain traces of allergens', you must list every allergen for each menu item.

In a fast-paced environment it can be very difficult to ensure this information will be communicated effectively and remain lawful. One possible aid is the use of digital menu boards and signage. The new allergen regulations require a potentially large amount of information to be declared to the customer. By using digital menu boards, it is possible to re-write menus an unlimited number of times to incorporate this information.

Research in the US highlighted a number of benefits of using digital menu boards. These include better pricing flexibility, centralised control of menu content, improved order accuracy and increased sales of promotional items. The average time taken to recoup the investment was 7-18 months.

HOTELS

Hotel union criticises Starwood robot plans

Starwood's plans to add robot butlers to its workforce has been branded a "gimmick" by a UK workers' union, which says the hotel chain should instead focus on taking better care of its existing staff.

The US-based hospitality giant is currently testing out the machines and has indicated that the robot butlers could be used across as many as 100 hotels worldwide.

The machine in question – named Botlr – is capable of shuttling items such as towels, razors and phone chargers from the lobby to guests' rooms, before returning to its charging station to await further orders. Starwood says the labour saving device – developed by Silicon Valley-based start-up Savioke – would free up human staff to spend more time on other activities. But Hugh O'Shea, spokesperson for workers' union Unite, said the hotel giant should focus on other priorities.

"With a night at one of Starwood's luxury London hotels costing around £290, the



The robots slightly resemble *Star Wars*' R2-D2 in a butler's collar

global hotel chain would do better ditching the gimmicks and investing in better pay and training programmes for its worldwide workforce," O'Shea told the *BBC*. "Starwood Hotels' 'butler robots' are a nifty little gimmick but can't ever replace the human touch expected by discerning hotel guests." The robots are currently being tested by Starwood at its Aloft Hotel in Cupertino, California.

Details: <http://lei.sr?a=E7w9D>

Glasgow Games sparks a record

Hotel occupancy in Glasgow soared during the Commonwealth Games, with July posting the highest figures on record, new figures from LJ Research show.

Presented by the tourism sector specialists, the figures revealed that occupancy rates during the nine days of the Games stood at 97.3 per cent, representing an 11.2 per cent increase in absolute terms when compared with the same period last July.

The impact of the Games seemed to have a lasting effect on the whole of July, with the month posting occupancy rates reaching up to as high as 88.5 per cent.

This figure is now the highest the city has on record and a 6.5 per cent a year-on-year rise.

The figures also highlight a strong decade of growth for the Glasgow hotels sector, with the latest findings jumping from the 77 per cent recorded in 2004. As well as the Games, the city also hosted a number of key events that were considered as probable drivers for growth, including the Glasgow Grand Prix athletics and the Merchant City Festival.



Hoteliers in Glasgow had a large influx of guests for the 2014 Games

"The scale of growth recorded by Glasgow hotels in July was unprecedented as room revenue performance was an average of 65 per cent above last year, based on our LJ Forecaster figures," said Sean Morgan, MD at LJ Research.

"There is an opportunity for Glasgow hotels to capitalise on the success of the Commonwealth Games and a heightened appeal to visit Scotland's largest city."

Hotel guests flocked to the city for the Games, despite a 158 per cent spike in hotel room rates during the sporting event.

Details: <http://lei.sr?a=F8G7G>



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The development has sparked a lot of interest

Opportunities for leisure at Buchanan Galleries project

A number of leisure opportunities could be up for grabs after Glasgow City Council revealed that 93 separate areas of land around the Buchanan Galleries shopping district may have to be compulsorily purchased as part of a planned expansion.

The list of compulsory purchase orders is now due to be sent to Scottish ministers for approval, with the council stating that it requires the land to push ahead with significant developments and improvements to the area known as Buchanan Quarter.

The expansion work would include an extension and refurbishment of Buchanan Galleries Shopping Centre, as well as public realm improvements. It is being planned that two flagship retail stores – Marks & Spencer and John Lewis – will lead the way as part of 1.2m sq ft (111,483sq m) of leisure, restaurant and shopping space.

Designs for the overall extension – which could come in at a cost of around £380m – have been put together by BDP architects for the site's owners, Land Securities and Henderson Global Investors.

If all goes to plan, the project could be completed in the first quarter of 2018. Details: <http://lei.sr?a=d9J7s>

Designs approved for phase of £400m Arena Central

Burgeoning development in Birmingham is to continue after the city's council approved design plans for the first phase of the £400m Arena Central project.

The wider-scale development has been in limbo for almost 15 years because of planning disputes and the onset of the recession, however the first phase will now see the creation of an office block with shops and a small park. As the project develops, more offerings are to be added to the site, including leisure, extra office space, shops and restaurants. The current phase, which planners suggest will be subject to a speedy uptake in construction, will see the city's old ATV studios converted for mixed-use.

Details: <http://lei.sr?a=Q2G9U>

St Andrews hotel in Scotland bought for £32m

Luxury hotel offering Fairmont St Andrews has been sold to a Beverley Hills-based property investment group for around £32m as Scotland continues to thrive as a hive of activity in the golf course property sector.

The 209-bedroom hotel and golf resort, located in picturesque Fife, was bought by Kennedy Wilson Europe Real Estate, which also purchased Dublin's Portmarnock Hotel for £23.9m back in June.

The initial development of the St Andrews hotel, created in 2001, came in at around £50m and was the project of American businessman Don Panoz.

It then came under the stewardship of New York private equity firm Ares Management, with Fairmont Hotels and Resorts taking



The luxury hotel development is situated in Fife, Scotland

over its management on a 25-year contract from 2006. As it stands, the hotel is situated within 520 acres of land, while the area also has planning permission for the creation of new holiday homes within the grounds.

Details: <http://lei.sr?a=Q4C7m>

Manchester University proposes precinct

Developer Bruntwood and The University of Manchester, UK, have submitted plans for a mixed-use precinct, which forms phase two of the £50m redevelopment of Manchester Business School (MBS).

The phase two plans focus on the redevelopment of the existing precinct centre to create a 40,500sq ft (3,763sq m) retail and leisure offering, with architects BDP and Leach Rhodes Walker responsible for the designs.

The proposals reconfigure the existing precinct centre to create up to 14 units ranging in size from 600sq ft to 11,000sq ft (55.7sq m to 1,022sq m), with double-height glazed frontages onto Manchester's Oxford Road.

The units will offer retail, food and leisure for students, staff and visitors to the University, plus the large working population around Oxford Road and local residents.

The offer is intended to complement the new hotel and enhanced Manchester Business School Centre, both of which are being developed as part of phase one, which was granted planning consent in April 2013, with construction due to commence later in 2014.

"The creation of a vibrant retail and leisure offer as part of the wider redevelopment of Manchester Business School is vital. Not



The precinct forms phase two of the ambitious regeneration project

only is there strong demand for a great retail mix, the site is a key strategic location in the Oxford Road Corridor," said head of retail and leisure at Bruntwood Toby Sproll.

"At the moment, there is very little retail or leisure provision situated between the city centre and Whitworth Park. These plans create a new focal point that will provide fantastic amenities to the under-served catchment, attracting customers from the very first thing in the morning until well into the evening. We are confident demand for this location will see it become a thriving new destination in Manchester."

Details: <http://lei.sr?a=S2w3E>




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84% of fitness grads 'find work in a month'

A new survey of fitness professionals has reported that 84 per cent of UK personal training graduates are able to find work within a month of the completion of their course.

The survey, conducted by training provider Premier Training International, comprised a sample of fitness professionals who finished Premier courses in June and July this year – with the majority having completed the Diploma in Fitness Instructing and Personal Training.

With fitness professionals currently accounting for just two per cent of the UK workforce, the high demand for new recruits suggests this figure is set to grow in the coming years.

"Finding employment after education can always be a worry and by conducting this survey, we wanted to show people the accessibility of a health and fitness career pathway," said Premier's global marketing director Victoria Branch. "With GCSE results day just gone and Ofqual warning students to prepare for lower grades, it can be a very difficult time for young people who are looking to enter



Demand for fitness professionals is expected to increase

the world of work. It is vital that people can broaden their horizons and consider all the options available when leaving education.

"There are numerous different career options on offer in the health and fitness industry, including that of a Personal Trainer, a nutritionist, a gym instructor or a wellbeing expert."

Leisure Opportunities publishes a 'Student Special' edition three times a year which is sent to all UK colleges and universities. The next Student Special edition is published in October. Details: <http://lei.sr?a=g8X7f>

Spa mentorship to be unveiled at GSWS

A spa management mentorship programme and new website providing internship and spa career resources will be unveiled at the Global Spa & Wellness Summit (GSWS) on 10 September in Marrakech, Morocco.

The new programmes and resources will be revealed at the third annual Spa Education Forum 2014 during the GSWS. This forum is a group of industry professionals who have volunteered their time to create a larger, more competent workforce for the global spa industry.

Its leaders include Anna Bjurstram, GSWS board member and vice president of Spas & Wellness; Lori Hutchinson, founder of Hutchinson Consulting, and Jean-Guy de Gabriac, CEO of Tip Touch International.

The new spa manager mentorship programme is a Global Spa Management Education Initiative that involves a six-month mentorship, piloting between January and June of 2015. Initially, 15 seasoned international spa director mentors from ten countries will be paired with 15 managers. Based on the results



Lori Hutchinson is committed to nurturing spa industry talent

of the pilot programme, the mentorship scheme will be rolled out more widely to day and hotel/resort spa segments in 2015/2016.

"Spa management is a very challenging career that requires a broad mix of 'hard' and 'soft' skills, combined with a deep passion for people," said Jean-Guy de Gabriac, who is also director of the Mentorship Global Initiative Committee. This new programme is designed to give junior spa managers expert nurturing."

Details: <http://lei.sr?a=G9T5r>

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Dianne Eade, Newquay Zoo
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FACILITIES MANAGER

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To support its growth strategy, the Gym Group is seeking to appoint a Facilities Manager to take ownership of the management and delivery of all property maintenance across its estate.

The Gym Group has over 750,000 sq ft of Gym space across 47 locations, serving 275,000 members and 14 million users a year. There are plans to open between 15 - 20 sites per year over the next few years, and over £50m of funding secured to aid the continued growth of this ambitious and exciting company.

The 13th fastest growing company in the Sunday Times Fast Track 100 and a top 15 Sunday Times Best Companies to Work For – the Gym Group increased revenues from £1 million in 2009 to £36 million last year: a result of opening 39 Gyms in the same period, delivering high quality facilities and a model that is fit for purpose for today's economic climate.

Likely to be home-based or at a Gym local to home, this new role has been created to ensure high levels of service continue to be delivered to the operations of the business as the estate continues to grow and mature.



THE ROLE

- Ensure The Gym's property portfolio is maintained and developed to meet the needs of the business.
- Deliver levels of service to maximise customer satisfaction and minimise member complaints and other adverse feedback.
- Establish budgets and manage expenditure, contracts and procurement processes.
- Manage outsourced facilities management provider ensuring best practices are in place and service levels maintained.
- Project manage refurbishment projects.
- Ensure that all works comply with relevant statutory requirements.
- Ensure that all legal requirements are met and that The Gym maintains a robust system of statutory compliance in relation to principle areas of responsibility

THE CANDIDATE

- Significant experience of facilities management within a large organisation.
- Experienced in managing an outsourced facilities services provider across a multi-site estate.
- Experienced in developing and managing budgets with strong financial, contract management and purchasing skills.
- Experienced in operational facilities and property management experience together with the ability to work in a collaborative environment.
- Understanding and knowledge of industry trends and direction.
- Excellent customer service and people skills and ability to communicate effectively in written format and oral presentations.
- Successful track record of collaborating with other business areas to meet company goals and standards.
- Excellent knowledge of property management, building maintenance, leases and construction terms and practices.
- Proven record of effecting strategic change and initiatives.
- Preferably BIFM or equivalent qualified

For a confidential discussion and to find out more about this exciting opportunity, please call our retained advisor Michael Emmerson on 07796 066158 or please apply in confidence by submitting your CV and a covering letter via our recruitment website: www.leisureopportunities.co.uk/GymGroup/FM





Associate Director

Location: Midlands and North of England

Salary: £negotiable

Closing date: 12th September 2014

FMG Consulting is a specialist management consultancy providing clients with business focused solutions in the sport, leisure and culture sectors. We provide technical advice, support and analysis covering strategy, feasibility, business case, procurement and financing solutions and work with public, third sector and private sector partners including Sport England, national governing bodies, private developers, leisure operators, local authorities and charitable trusts.

In order to drive continued growth of the company and help deliver a busy pipeline of long-term projects, we are seeking a highly motivated individual with experience and knowledge of the sport and leisure industry. In particular they will have strong commercial acumen, a detailed knowledge of the sport and leisure industry and have a substantial track record of managing complex projects.

You will join a small and specialist team and be responsible for managing projects, helping to grow the business, client relationship management and winning work.

You will have a long-standing and successful track record of working at a senior level within the industry, either in consulting, operations or managing services in the public sector. You will be able to demonstrate a strong commercial acumen, be highly numeric, and have good report writing and excellent communication skills.

The role requires a willingness to travel to meet the needs of our client base across the country and as such does not have a fixed location. However, a large number of our on-going projects are based in the midlands and north of England so flexibility to work in and travel to meetings in these regions is essential.

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To apply, please send a covering letter and CV, together with current salary details to kevingodden@fmgconsulting.co.uk

FMG Consulting is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

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Hertfordshire Sports Village provides extensive sports facilities to the local community, students and staff of the University of Hertfordshire. Attention to detail, a 'can do' attitude, innovation and an ability to challenge the norm are the essential values we look for in our team members. **Full details of these jobs can be found at www.hertssportsvillage.co.uk/jobs**

Marketing Manager: £23,827 - £26,915 per annum + PRP

You will be responsible for marketing sport and physical activity to students, staff and the wider community. The post holder will develop and manage a marketing plan that assigns all resources (staffing and financial) to ensure that financial and participation targets are met for all areas of the business. You will work closely with relevant staff, suppliers and partners to develop and implement marketing initiatives, within the context of the Sports Village and Athletic Union's marketing strategy.

To Apply: Please send your CV and a covering letter detailing how you meet the essential criteria to David Connell, Head of Business Development by email at d.b.connell@herts.ac.uk or call David for an informal chat on 01707 281175.

Receptionist: from £16,879 per annum + PRP

You will provide a consistent, efficient, high quality and customer-oriented reception service to all customers. You will be responsible for maintaining good relations with customers, implementing and adhering to service quality procedures, providing an efficient booking service, controlling entry to the centre and providing information to customers. The role involves a variety of shifts including weekends, early mornings, evenings and bank holidays.

Part time vacancies also exist for this role so please make clear in your covering letter which role(s) you wish to be considered for.

To Apply: Please send your CV and a covering letter detailing how you meet the essential criteria to Julie Allen, Front of House and Customer Services Manager by email at j.a.1.grace@herts.ac.uk or call Julie for an informal chat on 01707 281192.

Closing date: Thursday 11 September. Interviews will take place between Wednesday 17 & Friday 26 September.

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Company: Everybody Sport
Location: Cheshire, UK

Physical Activity Coordinator

Company: Vision
Location: Wanstead, London, UK

Duty Manager

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Sports Development Officer

Company: Vision
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Location: Exeter, UK

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Personal Trainers

Company: Pure Gym Limited
Location: Various locations, UK

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Company: The Gym Group
Location: Guildford, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Duty Manager x2

Company: Oxford Brookes University
Location: Oxford, UK

Senior Recreation Assistant

Company: University of Brighton
Location: Brighton - Falmer, UK

Lifeguard

Company: GLL
Location: Hackney, London, UK

Fitness Equipment

Sales Advisor
Company: Fitness Superstore
Location: Tunbridge Wells, Kent, UK

Deputy Centre Manager

Company: Tone Leisure
Location: Taunton, Somerset, UK

Sports Development Officer

Company: University of Leeds
Location: Leeds, UK

Fitness Instructor

Company: Parkwood Leisure
Location: North Devon, UK

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Coach Officer (Training)
Company: Disability Sports Coach Ltd
Location: Southwark, London, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: London, PArk Royal, UK

Operations Manager

Company: Disability Sports Coach Ltd
Location: Southwark, London, UK

Community Club & Coach Officer

Company: Disability Sports Coach Ltd
Location: Southwark, London, UK

Personal Trainers

Company: Everyone Active
Location: Various locations, UK

Health Wise Facilitator

Company: GLL
Location: Hackney, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Assistant Manager

Company: GLL
Location: Chilterns, UK

Fitness Motivator

Company: Everyone Active
Location: Plymouth, UK

Assistant General Manager

Company: The Gym Group
Location: Various locations, UK

Sports Centre Manager

Company: Westminster School
Location: Westminster, London, UK

Duty Manager

Company: GLL
Location: South Oxfordshire, UK

Exercise Referral Coordinator

Company: Everyone Active
Location: Plymouth, UK

Health & Fitness Supervisor

Company: GLL
Location: Hackney, UK

Customer Service Advisor

Company: GLL
Location: Chipping Norton, UK

Commercial Manager

Company: The Gym Group
Location: Guildford + UK travel, UK

Finance Assistant

Company: GLL
Location: Woolwich, UK

Aquatics Development Officer

Company: Preston City Council
Location: Preston, UK

Sales and Marketing Manager

Company: Parkwood Leisure
Location: Weston-super-Mare, UK

Dry Operations Manager

Company: Fusion
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Development Officer

Company: Northamptonshire Sport
Location: Northampton, UK

Customer Relations Manager

Company: Fusion
Location: Various locations, UK

Swim Teacher

Company: Everyone Active
Location: Ely, UK

Recreation Attendant

Company: Everyone Active
Location: Gloucestershire, UK

Fitness Motivator - Part Time

Company: Everyone Active
Location: Sutton, UK

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Company: GLL
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Location: Derbyshire, UK

Leisure Attendant

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Location: Derbyshire, UK

Fitness Motivator

Company: Everyone Active
Location: Staines, UK

Sport and Leisure Assistant

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Location: Sevenoaks, Kent, UK

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Company: Fusion
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Company: Bramley Baths
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Location: Central London, UK

Duty Manager

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Recreation Assistant

Company: Legacy Leisure
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Swimming Teachers

Company: Everyone Active
Location: Northolt, London, UK

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Company: Aston University
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Duty Manager

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Fitness Motivator

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Location: Staines, UK

Swimming Teachers

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Company: Energie
Location: St Albans, Hertfordshire, UK

Beauty Therapists

Company: Bluestone
Location: Pembrokeshire, UK

Spa Supervisors (2 positions)

Company: Center Parcs Ltd
Location: Woburn, Bedfordshire, UK

Spa Manager

Company: SpaForce
Location: Bahrain

Weekend Beauty Therapists

Company: Center Parcs Ltd
Location: Bedfordshire, UK

Spa Directors

Company: GOCO Hospitality
Location: Asia

Spa Manager

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Reservations Team Leader

Company: JORVIK Viking Centre
Location: York, UK

Groups, Corporate and Education Sales Executive

Company: York's CHOCOLATE Story
Location: York

General Manager - Visitor centre

Company: St John The Baptist Cathedral
Location: Norwich, UK

Visitor Experience Manager

Company: National Trust
Location: Shrewsbury, Shropshire, UK

Duty Manager

Company: Merlin
Location: Missouri-Kansas City, US

Duty Manager

Company: Legoland Discovery Center
Location: New York, United States

Vice President - Regional Business Development

Company: Picsolve
Location: North America

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A-listers to voice talking statues

A star-studded cast of voices, including Patrick Stewart, Prunella Scales and Jeremy Paxman, are bringing London's statues to life with the launch of a new 'Sing London' history campaign.

For the next 12 months across the UK capital and Manchester, familiar — and less familiar — statues will deliver their stories to any interested passersby, so long as they are in possession of a mobile phone.

By swiping a near field communication (NFC) tag on the official Talking Statues plaques, or scanning its QR code, the smart phone downloads a file that imitates a call to the user's phone. Once answered, the statue, voiced by an actor, will tell the user what's on his or her mind. The monologues have been penned by authors, including Anthony Horowitz, who brings the Sherlock Holmes monument to life,



Sherlock Holmes is one of 25 figures in the Talking Statues programme

and poet Tony Harrison, who writes for the Unknown Soldier. "The idea is to breathe new life into these old statues by having a narrative that engages people and delights them," said Colette Hillier, artistic director of Sing London. Details: <http://lei.sr?a=j9Q6s>

House of Vans hub goes underground in London

Continued from front cover

As London's only permanent indoor skatepark, the brand's 'Off The Wall' spirit should bring some hope to the skating community, after the constant battle over the nearby South Bank Undercroft Skatepark, which saw plans

submitted in 2013 proposing its closure.

With neon lights and rugged concrete, the new House of Vans London has embodied skate culture and creativity in one venue, following in the footsteps of its Brooklyn, US, attraction. Details: <http://lei.sr?a=n2j9J>

1Rebel startup chain lands Steve Barrett

Soon to be launched gym chain 1Rebel has scored an early coup by securing the services of marketing and fitness guru Steve Barrett as the group's programme director.

Barrett, who has more 20 years' experience in the fitness industry, has worked on developing and marketing products with Matrix, Pavigym and Escape Fitness, having started out as master trainer for Reebok International. Outside of the B2B market, he has worked with major international companies including Nestle and Kellogg's, where he created the concept and programming for the renowned Special K 'drop a dress size' campaign.

With the first 1Rebel site due to open in central London in January 2015, Barrett joins an experienced management team which includes industry veterans Kevin Yates (ops director), Giles Dean and James Balfour (co-founders),



Barrett has also authored five books on fitness

while Fitness First co-founder Mike Balfour is also an investor. 1Rebel will comprise a range of boutique fitness studios solely focused on high intensity training, with Barrett aiming for a visit to the chain to be "not just a workout, but rather the highlight of their day." Details: <http://lei.sr?a=p6P6P>

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All change at North Lanarkshire

When North Lanarkshire Leisure Trust decided to update ageing changing facilities, they placed their trust in a company who they knew could deliver provision where it was needed

Since forming in 2006, the trust have taken control of 18 centres and over 60 outdoor leisure facilities across the region, under a remit to enhance user experience and boost sport and fitness participation.

The Craftsman Lockers team were called in once again to provide the level of changing experience that had brought overwhelming customer satisfaction at four of the trust's other leisure centres. These were Broadwood Stadium, Ravenscraig Regional Sports Facility, Tryst Sports Centre and Wishaw Sports Centre.

A boom in membership at Airdrie Leisure Centre sparked by a major investment in converting an existing sports hall into a state-of-the-art fitness and group exercise facility, was exerting considerable pressure on the changing facilities.

"Growth in usage created real demand for an immediate solution," explains Colin Walker, Estates and Facilities Manager for North Lanarkshire Leisure Trust.

The valuables lockers adjacent to reception for those who came pre-changed and only required storage for a mobile phone, car keys and valuables certainly helped."

Stow and Go lockers followed, to meet rising demand from those who arrive pre-changed and wish only to change their shoes and store a sports bag, over-jacket and valuables. A dedicated unisex area was created, conveniently placed alongside the entrance to the new facilities to maximise use of space, meaning the larger clothes hanging lockers in the changing rooms were not used solely for storing just a few small items.

The ability to select the most appropriate lockers, from the compact to the spacious, is proving a key factor with leisure trusts, which demand lockers and changing areas that serve a wide cross-section of needs.



Maximizer lockers at Ravenscraig Regional Sports Facility

"Craftsman's designs are second to none, fit for purpose and offer an organisation of space that allows users easy and practical access to their belongings."

Showers and changing facilities, including lockers and bench seating, had to be upgraded to rival the high standard of fitness provision in the new gym. "Quality has always been a top priority," explains Walker. "We have always sought to make the customer journey as good as it could be and we believe that excellence should be provided throughout, and that includes the changing rooms, which are at the heart of every facility."

"The new provision has received excellent customer feedback," Walker reports. "Members love the Stow and Go and the

Maximizer lockers are great for those travelling to and from work. The designs are second to none, fit for purpose and offer an organisation of space that allows users easy and practical access to their belongings."

Layout and the customer journey through the changing facility are vital too. "With only a limited space to work with, Craftsman applied their extensive experience to create a locker configuration that worked for us here," Walker adds.

"As a trust, we strive to be as good as, if not better, than the private sector and changing rooms need to match the quality of other elements of provision. Craftsman has helped us meet the ever-increasing expectations from customers in providing a great changing experience."

Left and right: Indoor running track and indoor football pitch at Ravenscraig Regional Sports Facility. Centre: Stow and Go lockers at Airdrie Leisure Centre



VALUE FOR MONEY needn't compromise quality

Low cost gyms are sweeping Britain but this fitness model shows no sign of slowing up



DW Sports Huddersfield:
Space and comfort, rather
than the "sterile, hospital-like
environments" of many gyms

Vying against higher priced and lower cost gyms is one of Britain's strongest brands – DW Sports, whose wet and dry sites are spread throughout the UK.

For more than ten years, Craftsman have partnered the operator, and its predecessor JJB, working closely with both to deliver changing facilities tightly geared towards customer requirements.

"We compete against the low cost gyms in the industry, although we do provide great quality at very good prices," stresses Craig Krupinski, DW Sports' Head of Maintenance, who oversees their 71 sites.

"Our model is providing value for money, high quality facilities, serving everyone from students to the elderly. The standard of our changing rooms and lockers reflects the fact that we are at a level above low cost gyms for not much more cost, sitting at £38 a month peak membership, compared with £19.99 month.

The vast majority of DW clubs include a pool, steam and whirlpool spa, as well as top

specification gym equipment, so the demographic is a complex one, Craig adds.

"It's important therefore that members can change in spacious, comfortable surroundings rather than a sterile, hospital-like environment and by working with

Long-term partnership

"We have worked with Craftsman for more than ten years now and they have fitted a range of changing facilities across 71 DW Sports and JJB sites. I've found that their attention to detail and ability to plan and adapt the scope of changing provision to each site exceptional. The quality they provide enables lockers to withstand constant use in rigorous environments."

Paul Rimmer, DW Sports

Craftsman, we have been able to amply meet that requirement."

Whether fitting out new builds, as at Lincoln and Huddersfield, or retrofitting Maximiser lockers at sites such as Warrington, Craftsman have delivered the quality and the space planning expertise that has helped meet customer expectations for more than a decade, across both brands.

Even when sites have closed for refurbishment, Craftsman's fast-track four-day turnaround to fit space-saver lockers ensured minimum disruption for members, Craig explains.

"I have conducted site visits to Cambridge and Dunstable recently and was impressed by the condition of the lockers.

In Cambridge, for example, the changing facilities look as good as they did when they were fitted eight or nine years ago."

The scope of installation spreads beyond lockers though, it includes showers, toilets and vanity units, providing a complete solution for DW Sports' legion of members right across the country.

To discover how to create changing provision that matches the needs and expectations of your members and customers, call John Gibbs on : 01480 405396 Email: johnng@cqlockers.co.uk Web: www.cqlockers.co.uk