

leisure opportunities

31 MAR – 13 APR 2015 ISSUE 655

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The power to create great changing spaces



Craftsman Lockers are leading space planners in the design and supply of great changing rooms that enhance the leisure experience.

Our innovative approach to matching provision with customers' ever-rising expectations for high quality facilities enables

us to deliver changing areas that can meet evolving requirements and that have the capability to stay pristine in even the most demanding of environments.

Creating sensitively-designed, great places to change is about understanding the client's

needs, as well as those of their members.

That's why we ensure we build long-lasting relationships as part of a powerful working philosophy across private and public sectors, that caters for all operational models from high-end to low-cost.

Craftsman partner 1Rebel - a shining force in fitness

CITY BOUTIQUE FOUNDERS HAIL EYE-POPPING IMPACT OF TOP-END CHANGING PROVISION

A paragon of "pared-back industrial luxe" has landed in London in a blaze of glitz and glamour that threatens to blow away established fitness norms.

1Rebel offers a no-contract, high-intensity dual studio fitness concept in the heart of the City of London, delivering a full body workout based on weights, bands and bikes and claiming to set "a new benchmark" for indoor cycling in the capital with its 45-minute group cycling.

The 8,000ft² facility is split into two large studios – the Spinning-style indoor cycling Rebel Ride and a resistance set-up featuring intense bursts of running on treadmills, Rebel Reshape - based on a pay-per-visit model.

"We're revolutionising London's fitness industry," 1Rebel proclaims, "ditching the tired model and building destinations not just gyms. Our boutiques are built to a balance of beauty and function, with engineered layouts that inspire and motivate."

Intrinsic to that vision are the changing rooms. Co-founders James Balfour and Giles Dean are in no doubt about their importance. Balfour says their quality and size represent a "major selling point". Fully stocked with top-end grooming and skin-care products, they feature vintage barbers' chairs, unlimited towels, hair-straighteners and charging sockets for mobile phones.

Surfaced in copper and silver, the awe-inspiring lockers help create wondrous changing facilities unseen anywhere. "The



Copper and silver surfacing set shining tone to lockers in City's vibrant gym

club was designed to create an industrial luxe ambience," Giles explains, "and it was important to us that the materials used had integrity, one of our key brand values. Consequently, we did not want a typical veneer-type finish. The metals suited this purpose and complemented the overall feel we were seeking to achieve.

"We have worked with Craftsman in Eastern Europe, Turkey and Asia," he continues. "One of the great value adds that CQL bring is their experience and expertise in changing room layouts. While we certainly had input, it was Craftsman that led the layout for 1Rebel, supplying lockers, benches, towel and shoe drops."

The operator plans more boutiques across



London and a second is due to open this September, with Craftsman specified as the preferred partner for the changing provision.

"1Rebel is constantly seeking to push boundaries and disrupt traditions. CQL is a key partner in that goal," stresses Giles in acknowledging Craftsman's central role in this facet of the project.



Touch of glass: Crisp lighting sharpens the image, while stylish washrooms and finishings highlight both changing areas



Sweating the asset

CRAFTSMAN UNVEIL DRAMATIC CHANGING SOLUTIONS FOR THE NEW SWEAT UNION GYM

When Frank Reed, co-founder of Virgin Active, was drawing up plans for his latest fitness venture, he turned to Craftsman Lockers to help him realise his vision.

The new Sweat Union gym in Walsall opened mid-January to a resounding voice of support from the local catchment, who are drawn to its vibrant, innovative decor and range of provision.

"We are a 5,000-member Technogym club offering group exercise at affordable prices," states the fitness legend and the inspiration and founder of this 'new kid on the block'.

At 24,000 sq ft, Sweat sprawls across three floors and can cater for 700 to 800 workouts during its 6.30am to 10pm working day. Frank Reed knew that changing

provision had to be commensurate with Sweat's scale of facilities and service and approached Craftsman for their thoughts on how best to serve the club's large and diverse membership.

Having partnered Virgin Active on many of its projects, Craftsman are well versed in tailoring changing room solutions to the specific needs of individual clubs.

Matching the dramatic decor are changing areas fitted out in striking green, yellow and grey decor, with a mix of clothes hanging and sports bag lockers, sleek 'floating' benches, vanity units and changing cubicles all designed to add a real touch of class.

Adjacent to fitness areas a range of Stash and Dash lockers in several shades are conveniently located to serve the need for members



Touch of class: Sleak, 'floating' benches streamline the changing experience

who come pre-changed for their workout - a central core of microlockers provide just enough space for phones, keys and valuables. "These lockers are already very popular indeed" Reed adds "especially with those in a hurry to start their work-out".

Completed several weeks ahead of schedule, the changing areas project proceeded "as smooth as silk", he states. "We wanted changing facilities that truly reflect our brand and values," Reed explains. "Craftsman's solution serves our needs and that of our members perfectly."

"We wanted lockers that can take the pounding and usage a club of our size can expect, that do not have teething problems and that still look good years ahead. That's why we chose Craftsman"

Frank Reed, founder and CEO, Sweat

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London launch takes ClassPass to new heights

London's booming boutique fitness scene has led to it becoming the fastest growing market ever for studio subscription service ClassPass, says chief executive Payal Kadakia.

Less than two weeks after launching in the UK – on the back of huge success State-side where it was recently valued at more than £136m – ClassPass boasts a portfolio of over 170 studios in the London area for its members to choose from.

The ClassPass offering is aimed at fitness class fans who want the option of varied workouts – from yoga and barre, to spin and bootcamp – at an affordable price. Clubs receive monthly payments from ClassPass, as well as the opportunity to convert new guests into members.

For a special launch price of £79 per month (and £89 thereafter), ClassPass members get unlimited access to studios in its network – although (to protect each site's business margins and manage footfall) users can only visit



Payal Kadakia spoke exclusively to *Leisure Opportunities* about the launch

the same studio three times a month. Some of the city's hottest workout haunts have signed up to the initial launch, including 1Rebel, Boom Cycle and Athlete Lab.

"London is a market with huge potential and we feel that the boutique fitness trend is

just beginning to take off," Kadakia told *Leisure Opportunities*.

"In fact, London is our fastest growing market ever. It's been a privilege to work with so many great studios thus far and Londoners seem incredibly hungry to get started and try out as many different workouts as possible."

Having enjoyed huge popularity in New York through concepts such as SoulCycle, boutique fitness classes are starting to surge through London, with a considerable number of high-end studios being opened in recent years.

Having attracted £37m in venture capital funding to date, the expansion of ClassPass into Europe was a natural step and Kadakia hinted that further growth in the UK and Europe may be on the horizon. "Right now we are focused on expanding our London efforts, but stay tuned for more developments soon," she added. Details: <http://lei.sr?a=G3U9P>

'Make physical activity the priority', say MPs

Tackling physical inactivity must become a frontline health priority for the UK's next government, ahead of the separate issue of obesity, says a new Health Select Committee report which was published on 25 March.

The report highlights the "huge health benefits" of physical activity and notes that individual lifestyle interventions need to be underpinned by broader initiatives designed to improve the health of the wider population if Britain is to turn the tide of physical inactivity.

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Hogwarts Express bolsters Potter tour

The Warner Brothers Studio Tour London – The Making of Harry Potter, has launched its new 20,000sq ft (1,858sq m) Platform 9 ¾ expansion, bringing the original Hogwarts Express back to its studio home for the first time.

The new permanent addition to the tour offers Potter fans a look around Platform 9 ¾, recreated exactly as it was in the film franchise.

"We'd been planning for about a year-and-a-half to bring the train back to its film home," said Sarah Roots, vice president of Warner Bros Studio Tour London, speaking exclusively to *Leisure Opportunities*. "It's a really iconic part of the film series because it's the first shot where Harry Potter goes to Platform 9 ¾ to get the



The Hogwarts Express is now open to the public

train to go to Hogwarts for the first time and then it's the last shot in *Harry Potter and the Deathly Hallows: Part 2* – where Harry, Ron and Hermione, put their children on the train to Hogwarts." Details: <http://lei.sr?a=e2N8N>

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Grant backs anti-sexism campaign

UK minister for sport Helen Grant has thrown her weight behind a campaign against sexism in football, following the emergence of footage showing a female Chelsea club doctor being verbally harassed by Manchester United and Arsenal fans earlier in the season.

The video footage – taken from Arsenal and Manchester United's games against Chelsea – included sexist, derogatory language aimed at Chelsea's Eva Carneiro. The campaign group Women in Football (WIF) has said it is gravely concerned by the lack of response from the FA regarding the incidents. WIF says it has recorded 13 similar incidents from the Premier League this season aimed at female staff members, journalists and cheerleaders during matches.

"It is absolutely right that we champion and celebrate women who work in the football industry and play vital roles in making the game the success that it is," said Grant, who welcomed the latest campaign and called on everyone in football to battle sexism.



Helen Grant has welcomed a campaign to battle sexism in football

"I want more women to get involved in football across the board and to see it as a great industry to work in. Sexism, in any shape or form, should not be tolerated so I applaud this push to encourage people to report any incidents of sexist abuse and for the promotion of inclusivity across football."

The anti-sexism campaign, which kicked off in March, aims to raise public awareness of discrimination and sexist abuse in football by using social media platforms. Details: <http://lei.sr?a=m8r3j>

Lord's eyes £200m Populous redevelopment

Marylebone Cricket Club (MCC) looks to be reconsidering plans by David Morley Architects for the £200m redevelopment of the Nursery End at Lord's cricket ground in London, with members seemingly more focused on a £200m redevelopment of the ground's south-west corner and the Warner Stand.

Members will vote on the £21m regeneration of the 60-year-old Warner Stand in September, with the development featuring a semi-translucent roof on a new 2,922-capacity stand, designed by Populous. The new Warner Stand will be the first phase of a £200m, 14-year redevelopment of the "home of cricket", which will increase the venue's capacity from the current 28,000 to 32,000.

A decision on the older Nursery End scheme has already been deferred by a year, after MCC members voted to delay the decision and instead look into redeveloping the area around the Warner Stand. The original David Morley



The plans are the first phase of a £200m, 14-year redevelopment

Architects proposal includes two 11-storey housing developments, enlarged events space and a new entrance on Wellington Road.

"There has been much discussion concerning the redevelopment of land leased from RLP. It is also recognised that there is a significant amount of confusion among members on this subject and the committee is keen to clarify the position," said outgoing MCC chair, Oliver Stocken. Details: <http://lei.sr?a=S6t3B>

UK tennis in decline: LTA chief

Michael Downey, CEO of the Lawn Tennis Association (LTA), has said the game in Britain is in decline, opining that the association needs a new approach to get young people invested in the sport.

Downey said he plans to halt the slide over the course of the next four years, adding that the fundamental problem British tennis faces is that the sport is in decline in terms of quality and numbers.

"That's a fact a lot of people have trouble accepting but the reality is the truth," said Downey, speaking to *The Guardian*.

"We had nearly a million monthly players back in 2008-2009, and this year we had 694,000. On the weekly side, we've gone from 530,000 down to 384,000. So it's tough to say our sport is growing. It is not growing."

Downey added that most tennis fans use the sport as a summer pastime, while the average age of the nation's 2,700 tennis clubs is 45-plus. "We think the growth is going to be



LTA chief Michael Downey says British tennis is in need of a shake-up

in the parks," said Downey, who wants to use a bottom-up strategy to rebuild the British game.

Downey said that previously the LTA might have ignored grassroots venues such as parks and favoured tennis clubs to drive up membership: "I looked at the old blueprint. It was all about high performance," he said. "This is about meat and potatoes."

Details: <http://lei.sr?a=8T3q8>

Work starts on on Belle Vue Sports Village

Developer ISG has started work on the £11m Belle Vue Sports Village development in Manchester, which will bring two international standard facilities to the north west of England, bolstering the city's international sporting credentials.

The combination of the National Speedway Stadium and National Basketball Performance Centre, as well as community leisure facilities, is set to transform this strategic area of Manchester.

Leisure facilities for both community and elite users will be provided, including refurbishment of the existing leisure centre on site and two new floodlit 3G artificial grass sports pitches.

With a 2,000-seat match court, the basketball centre will be the hub for England Basketball's national teams and administration.

The 6,000 capacity stadium, has been designed by architects AFL, and will be home to the Belle Vue Aces team. There will be a first floor hospitality area, function rooms, bar area and VIP suite. Within the track, a



Manchester's Belle Vue Sports Village will provide vital facilities

3G artificial pitch will be for the use of a local school and community. A larger pitch will also be constructed at the Sports Village for the wider community and Rugby League.

"East Manchester is already an internationally recognised destination for sport and leisure and Belle Vue Sports Village will only add to that excellent reputation," said Manchester City Council councillor Jeff Smith. "It will also stand out on its own and help to transform this part of the city."

Details: <http://lei.sr?a=B4x2G>

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Low-fat diet burns more fat than low-carb diet: study

A low-fat diet leads to a greater loss of body fat compared to a low-carb diet, according to the US National Institutes of Health.

Researchers strictly controlled the diets of 19 people so they all had exactly the same calorie intake. The results showed 67 per cent more fat was lost on a low-fat diet than a low-carb one. Participants spent five days on a diet matching how many calories their bodies were burning. It consisted of 50 per cent carbs, 35 per cent fat and 15 per cent protein. The diet increases the amount of fat being burned by the body, but preventing the fat entering the body in the first place has a greater impact, said researchers. Details: <http://lei.sr?a=X5M8G>



Champion Jockey AP McCoy will headline

Jockey AP McCoy in the saddle for Flame Conference

Horse Racing legend AP McCoy has been announced as the headline speaker for this June's ukactive Flame Conference 2015.

McCoy, who is currently on course to become Champion Jockey for a record breaking 20th consecutive year, bowed out of Cheltenham Festival last week and is expected to retire when the current season concludes at the end of April.

The 40-year-old will address an audience of 900 key stakeholders in the physical activity and leisure sector as part of the Flame 2015 agenda. Additional speakers are due to be announced in the coming weeks.

In addition to the speakers, Flame Conference 2015 has a programme of panels and breakout sessions that explore key topics from digital health and wearable technology to boutique activity trends, entrepreneurialism, corporate branding, activity holidays and beyond.

The Conference will be followed by the ukactive and Matrix Flame Awards – a black tie event which honours excellence across the sector, with hundreds vying for the accolades. Details: <http://lei.sr?a=c6Q5D>

Pure Gym CEO: We're not sexist

The new CEO of Pure Gym Humphrey Cobbold has said claims the chain is sexist "couldn't be further from the truth," adding that the company has learned valuable lessons from its recent brush with controversy.

The 92-site low-cost chain hit the headlines in March, after it emerged that a glitch in computer systems meant all members using the title 'Dr' were assumed to be male. The fault came to light after paediatrician Louise Selby was unable to access the female changing rooms at Pure Gym in Cambridge, as the computer system had automatically registered her as being male.

Speaking to *Leisure Opportunities*, Cobbold said that subsequent claims Pure Gym is a sexist company were completely wide of the mark.

"There is certainly no intention on our part to be sexist. There are currently more than 200,000 female members of Pure Gym and a large proportion of our staff are female and are absolutely an integral and essential part of our business," he said. "This was a software glitch



Humphrey Cobbold (right) succeeded Peter Roberts as CEO in January

which we take full responsibility for and are working hard to rectify, but we're not a sexist company at all and actually it's been heartening to see lots of our members reiterate this in the comment sections of articles."

Cobbold declined to name the provider of the software and said the chain wouldn't be switching as a result of the error. "Ultimately the buck stops with us and it's our responsibility to ensure all components function as they should," he added. Details: <http://lei.sr?a=P4F5M>

Les Mills to launch online fitness classes

Global fitness giant Les Mills is bidding to bring exercise classes into the home and on to the computer with the planned launch of a new on-demand streaming service.

Expected to be rolled out around January 2016, Les Mills On Demand will aim to help health clubs enhance their member offering by extending exercise classes beyond the gym. Based on research that found 70 per cent of regular health club users also exercise frequently at home, Les Mills believes the service will provide clubs with an extra dimension, while also boosting member engagement.

Speaking exclusively to *Leisure Opportunities* at IHRSA 2015 in Los Angeles, Les Mills CEO Phillip Mills said: "We initially thought on demand classes would compete with club classes, but we were wrong - they complement."

"It will be a high class offering as we have the best content, filming facilities, instructors and licensed music, so we'll be partnering with



Les Mills CEO Phillip Mills says the service will engage members

clubs to offer members cheaper access to what will be a top-quality streaming service."

The initial offering will see eight Les Mills classes available for users to access via a web portal: the three GRIT classes, Pump, Combat, RPM, SH'BAM and BodyBalance. The on-demand service will be aimed at all demographics, with plans to also roll out five Born To Move kid's classes. Details: <http://lei.sr?a=N6z6n>

ukactive pair ready to bounce

ukactive veterans David Stalker and Fred Turok are aiming to stay anything but grounded as they prepare for life after the physical activity organisation, by embarking on a mission to create a nationwide trampolining empire.

The project, which Stalker first revealed last month, will see the pair helm wall-to-wall trampolining concept Altitude, with plans to open a minimum of 12 sites across the UK over the next two years.

The duo have already raised in excess of £2.5m for the venture, with support from both Radius Equity and Jacaranda Capital Partners. The first Altitude site has been secured in West Acton – anticipated to open in summer 2015 – followed by a planned second park in November 2015.

Outgoing ukactive chair Turok and CEO Stalker (who is due to leave in June) will replicate these roles in their new business.

“We see a terrific opportunity not only to create the next successful evolution in leisure, but to also assist in our long held quest to make Britain healthier,” said Turok, citing NASA research which found 10 minutes



Stalker (left) will be CEO of Altitude, with Turok as chair

bouncing on a trampoline is a better cardiovascular workout than 33 minutes of running. Each Altitude park will be in the range of 20,000 to 40,000sq ft and will comprise more than 100 trampolines, allowing participants to bounce off the walls and floors. Participants will be able to try a wide range of activities including Parkour, gymnastics and boutique fitness classes.

Details: <http://lei.sr?a=wgT8h>

Could power of friendship keep teenage girls active?

The University of Bristol is launching a new study to assess whether a peer-led intervention could address the steep reduction in teenage girls doing physical activity at secondary school.

Lecturer, Dr Simon Sebire, who is leading PLAN-A (Peer Led physical Activity Intervention for Adolescent girls) believes this approach could hold the key to keeping females active into adulthood.

“New interventions are needed to develop ways to empower young people, especially girls, to adopt an active lifestyle that they can enjoy and sustain through their adolescence and into adulthood.”

Details: <http://lei.sr?a=v8n6P>



Lolita San Miguel has 56 years' Pilates experience

Pilates legend Lolita San Miguel heads to Scotland

A first generation Pilates master, who trained under Joe Pilates himself, is heading to Scotland's largest studio to pass on her knowledge in a series of workshops.

Florida-based Lolita San Miguel – one of only two known practitioners to have been officially certified by Joseph and Clara Pilates – has more than 56 years' Pilates experience and has released nine DVDs. Now focusing on training the next generation of Pilates instructors, Miguel has been certified by Polestar Pilates Education and was awarded a gold certificate by the Pilates Method Alliance.

Miguel is heading to Bälans Pilates – an independent Pilates Studio based in Perth, Scotland – to host a weekend of Pilates workshops from 24-26 April, with sessions for both teachers and practitioners.

“It's an absolute honour to be working alongside such a well-respected and highly regarded Pilates elder,” said Bälans Pilates owner and lead instructor, Joakim Valsinger. “This is the first time the UK public will have access to Lolita's teachings.”

Details: <http://lei.sr?a=K4U5r>

LaSalle snaps up Virgin sites in £9m deal

LaSalle Investment Management, an independent subsidiary of US-based real estate giant Jones Lang LaSalle, has given a large vote of confidence to the trajectory of the UK health and fitness sector with a £9m investment in two Virgin Active health clubs.

A LaSalle spokesperson said the growing appetite for health and fitness across the UK made the clubs – near Glamorgan and Manchester – an “attractive investment proposition”. The purchase

from Threadneedle Property Investments, with which Virgin Active has 22-year leases on each site, saw LaSalle pay £9m to purchase a combined 205,618sq ft (19,103sq m) of health club space, reflecting a 6.63 per cent net initial yield.

The first property is the 80,162sq ft (7,447sq m) Glamorgan Health and Racquet Club, situated eight miles north-east of Swansea. The second is the 125,456sq ft (11,655sq m) flagship Lancashire Health and Racquet Club, located five miles north-east of Manchester and five



Glamorgan Health Club, is one of Virgin Active's Welsh flagships

miles south-west of Rochdale. Both sites feature an indoor heated swimming pool, external heated swimming pool, indoor pool and four external tennis courts, squash courts, gym, aerobic studios, steamroom and spa, crèche, health and beauty salon, café and bar.

“Health and fitness is becoming a national obsession, so demand for high quality lifestyle facilities is increasing across the UK,” said LaSalle retail asset manager Charlotte Watkins.

Details: <http://lei.sr?a=r2P6H>

A FOCUS ON EXCELLENCE

Having been at the helm of Focus Training for almost 15 years, managing director Bob Ellis has witnessed much development and expansion in the fitness training sector. Here he outlines the best ways to keep standards high and deliver the calibre of professionals that will shape the future of health and fitness

How important is quality training for today's health and fitness operators?

It's vital. Health and fitness operators need a well-trained, professional, competent workforce – because the better the training, through skills, knowledge and commitment, the better the membership retention through more individual coaching, bringing in further revenue.

Are you happy with the way fitness training has developed in the sector?

There have been some really good developments in fitness training over the years, especially concerning the range of courses available, leading to greater career pathways. Attempts to regulate the industry initially placed a huge emphasis on quality as various industry bodies started to work together. This added strength and rigour to the regulated qualifications, ensuring that graduates were equipped to meet the demands of the industry and employers. However, more recently there's been a commercial drive within industry bodies to recruit greater numbers of training providers. This rush for growth has led to diminishing standards, through pressure of funding and growing bureaucracy. We need a powerful watchdog to ensure standards are met.

In addition, awarding organisations will be able to write their own qualifications in the near future. This could lead to further confusion and diminishing quality if employers and industry experts do



Ellis is a training industry veteran

not collaborate to establish qualification standards.

Although this could be a real problem for the industry, as training could be reduced to the lowest common denominator, it's also a huge opportunity for the sector to address the needs of our customers – both employers and students.

Employers will be key because they are at the coalface and are first to feel the financial backlash if their client base is unhappy. Some employers are already becoming more prescriptive about the quality of the training they're looking for on a CV. In other words, they're looking beyond the qualification and at the nature of the training – how that training has been delivered – because it really does impact on the outcome.

At the other end of the chain, we must ensure that students understand the choices



Fitness must be taught face-to-face

they have when enrolling on a course.

They're making a significant investment in their future career and need to understand what they're getting for their money. Unless we get standardisation across the industry, which is unlikely, we must clarify their choices for them – otherwise the reputation of the industry will suffer.

Focus Training qualifications have been given strong endorsement by awarding organisations. What do you believe are the most important aspects of your approach?

When we talk about standards and quality, we're referring to a wide range of elements that come together to create a robust, consistent product people can trust.

The journey starts when a student enrolls: effective and regular communication, high quality course materials, an understanding of how people learn, innovative learning methods, appropriate levels of tutor support and practical guidance delivered at suitable venues.

If you cut corners in any of these areas, it's detrimental to the student experience and inevitably affects student retention, pass rates and the professionalism, skills and knowledge of the graduates.

I believe there are five key areas that potential fitness students should consider: the amount of learning and support; the provider's track record; employer recognition; progression opportunities; and recognition by the health and fitness industry (see the briefing box on the right).



Trainees need to make sure their course has currency across the industry

What have been some of your latest training innovations?

Our newest product is our fitness professionals' toolkit, which is a two-day workshop that gives anyone with a Level 2 qualification four new skills to take to their clients. This is a unique course to Focus Training, and it's proving to be really popular.

The Diploma in Personal Training is the benchmark qualification for anyone wanting to be a successful PT. However, the growth in uptake of our specialist courses proves that PTs are increasingly looking to capitalise on niche markets. Areas such as diabetes, obesity, exercise referral and sports massage reflect the diversity of practitioners that are

now in demand in the sector.

Meanwhile, at entry level, we've seen an increase in kids instructors, again reflecting market forces.

As a company we're also working closely with corporate clients who, through our Staff Academy, employ Focus Training to come to them, using their venue to deliver both CPD and upskilling qualifications to staff, saving them time and money.

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Considerations for prospective students

1. Check the amount of learning and support

One of the easiest ways to assess quality is to look at the amount of time spent learning directly with a tutor. Having access to individual support from an experienced tutor – by telephone, email, or face-to-face – is critical to student success, both in passing the qualification and when they put their learning into practice in the workplace. Being a fitness professional involves competencies that need to be taught face-to-face.

2. The provider's track record

Find out how long the provider has been delivering training. Look for quality badges such as ISO9001 and if there are Ofsted reports. Focus Training has always used these quality benchmarks to drive everything we do. Since our ISO Quality Management System was implemented 10 years ago, inspections have revealed no major or minor non-conformities. That's a tough record to maintain, but one we're extremely proud of.

3. Employer recognition

Find out if employers recognise not only the qualification, but also if they only employ people who have qualified with quality providers.

4. Progression

Is there a progression route from the qualification? For example, can you use a Level 2 qualification to access a Level 3 qualification? Supporting a student throughout their career, from entry level through to becoming a specialist, is about the most rewarding thing we can do. We have a clear progression route, but that isn't always the case in the industry.

5. The qualification's currency

Make sure other industry bodies and training providers can recognise your qualification; recognition by REPS only is insufficient. Our qualifications are industry recognised, but that isn't always the case with other providers. The very minimum is an awarding body certificate with an Ofqual logo. If this isn't evident, it can ultimately result in a student having to retake modules, at extra cost, in order to progress to a higher level.

Amazon offering tours in UK distribution centre

Amazon is turning one of its distribution centres in the UK into a tourist attraction by giving visitors behind-the-scenes access to its major facility in the Midlands.

The online retail giant, has signed up its Rugeley fulfilment site near Birmingham – one of eight centres in the UK – as a place to show visitors the inner workings of the e-commerce firm. Tours of the 700,000sq ft (65,000sq m) depot are available to anyone aged six years and over, lasting approximately one hour.

Amazon is also planning to launch its fulfilment centre tour in Germany, with more tours across Europe opening later this year. Details: <http://lei.sr?a=z5Q9w>



Alton Towers is a flagship Merlin attraction

GIC doubles its stake in Merlin Entertainments

Singapore sovereign wealth fund GIC Private has nearly doubled its stake in Merlin Entertainments to 5.2 per cent.

According to Merlin representatives, GIC has raised its holding to about 52.6 million shares, from about 27.6 million.

Private equity firms CVC and Blackstone launched the sale of their remaining 156.5 million shares in Merlin Entertainments in March. Following the purchase, GIC's stake in Merlin – the second largest visitor attractions operator behind Walt Disney – is worth in total around £220m.

In the wake of the purchase, shares of Merlin closed up 2.8 per cent at 426.5 pence on the London Stock Exchange. That value subsequently fell to 420 pence a share. According to market price, Merlin as a whole is valued at around £4.28bn.

Merlin posted strong end of year results in March, recording a compounded annual growth rate from 2010 to 2014 of 12.6 per cent and welcoming 62 million visitors across its portfolio of 105 attractions – attributed to positive growth from existing attractions. Details: <http://lei.sr?a=e9Y3u>

WWI tributes boost visitor numbers

First World War centenary commemorations helped boost visits to the UK to record numbers in 2014, according to figures from the Association of Leading Visitor Attractions (ALVA).

The sea of ceramic poppies at the Tower of London, along with the Imperial War Museum's new First World War Galleries among other centenary-related events, have been credited for Britain's highest numbers ever – a rise of 6.5 per cent on the previous year's figures.

A new Matisse exhibition helped to bring 5.7 million visitors to the Tate Modern, but the British Museum retained its spot as the UK's most popular visitor attraction for the eighth year running, drawing 6.7 million people.

The highly successful Commonwealth Games, which took place in Glasgow last year, have been attributed to a swell in numbers for Scotland, with Scottish attractions seeing the greatest overall increase at 10 per cent compared to 2013. The new Birmingham



Blood-Swept Lands and Seas of Red featured 888,246 hand-made poppies

Library was the most visited attraction outside of London, while the British Library saw numbers rise by 52 per cent. Another major attraction – Stonehenge – saw its numbers boosted by a new visitor centre, with the heritage attraction welcoming 1.34 million visitors – an increase of 8.4 per cent on 2014.

"I am delighted that our members figures are going from strength to strength - reflecting the significant role they play in the economy," said ALVA director, Bernard Donoghue. Details: <http://lei.sr?a=s7m2a>

Twycross Zoo eyes £55m masterplan

Twycross Zoo, which sits on the border of Leicestershire and Warwickshire, has announced a £55m investment programme aimed at boosting visitor numbers and improving animal welfare at the zoo.

Masterplanned by Weedon Architects based in Birmingham, the attraction is the only zoo in the UK to house all four kinds of great apes, and is planning to bring in bonobos, chimpanzees, gorillas and orangutans all together in its new great ape centre, which will come up over the course of the next decade. As part of the plans, giraffes are set to return to the zoo this April, with a new enclosure and a high viewing platform.

According to Twycross Zoo's chief executive, Dr Sharon Redrobe, £10m will be spent over the course of the next three years, with plans including a moated island complex to house Gibbon Forest opening in Q3 of 2015, along with a new water play area and café.



The ambitious plans are centred around a great ape habitat

The planned chimpanzee facility, scheduled for 2016, will be the first phase of the Cognition Centre for great apes. In the centre, visitors will be able to watch the apes as the simians try to solve cognitive puzzles.

The developments have been designed with animal welfare in mind, creating a more natural environment, while also providing entertaining and educational facilities for visitors. Details: <http://lei.sr?a=Q4y8A>

Gazelli to launch London day spa

Azerbaijani skincare company Gazelli has plans to launch a three-treatment room spa location in London in Q3 this year. This 'Gazelli House' project represents one of many luxury skincare-branded spa openings this year, including the upcoming House of Elemis; the recently launched Caudalie day spa in the US; and the Parisian Charme d'Orient spa boutique.

The Gazelli House London is a three-storey townhouse facility and will feature three treatment-rooms on the ground floor for clients to learn from skin specialists based on the teachings of Dr Zarifa Hamzayeva, co-founder of Gazelli. The other co-founder of the business is Jamila Askarova, Hamzayeva's first daughter.

On the second floor of the house will be a 'living room' for events, which will involve a choice of educational seminars, interactive workshops, lectures and film screenings.

This level of the house will also welcome a variety of artists to exhibit their works. The incorporation of art into this spa's social



Dr Zarifa Hamzayeva, co-founder of Gazelli skincare company

hub is related to Hamzayeva's second daughter's ongoing curation of contemporary art. Mila Askarova, the second daughter, runs a commercial art organisation called Gazelli Art House, which boasts branches in both London's Mayfair and Baku in Azerbaijan.

The top floor, dubbed 'sky parlour', will offer tailored consultations with resident and visiting experts and will feature sessions on topics including colour therapy, sound healing, yoga, hypnotherapy, nutrition and ayurveda.

Details: <http://lei.sr?a=a7u6G>

Ribby Hall launches new wellness centre

The Spa Hotel at Preston's Ribby Hall Village has opened its new wellness centre in partnership with Wellness International – a wellbeing provider comprised of medical consultants, GPs, occupational health consultants, health-care practitioners, nurses and medical technicians.

The Wellness Centre, an extension to the existing thermal zone spa, will help clients identify and understand underlying health issues – to be explained by a specialist

team consisting of doctors, physiotherapists, personal trainers and lifestyle coaches.

Open to local residents, day spa visitors and overnight guests, the centre's advice packages include nutritional support, food intolerance testing, food allergy testing, nutritional therapy, weight management programmes and general health and wellbeing testing.

Spa manager Lorna Macleod said: "There's a direct correlation between what we eat, the appearance of our skin and also our overall



The Wellness Centre is an extension to the existing thermal zone spa

health and wellbeing. So not only are we providing our spa guests with the facilities to take time out and hit the pause button on their daily routines, we are also encouraging them, whilst they are here, to explore and learn more about their overall health and wellbeing."

The spa already offers more than 70 body and facial treatments, carried out by a team of 28 therapists, using the following brands: Elemis, Neom, Mii and OPI. "

Details: <http://lei.sr?a=d9B7q>



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Will spring bring a new beginning for the hospitality and tourism industry?



UFI IBRAHIM

is chief executive of the British Hospitality Association

With Easter upon us, the BHA, like other hospitality businesses and organisations, is turning its attention to the future. We're now a matter of weeks away from the general election and, historically, hospitality and tourism has been conspicuous by its absence from the manifestos of the main political parties. What's more, this is described as the most important election for a generation, with experts anticipating no party will win an overall majority and expectations that the events of 7 May could change the political landscape forever.

While hospitality and tourism accounts for 1 in every 10 jobs in the UK, it is a truth well known that this industry could drive a step change in the growth and generation of jobs if MPs focused on the fact that hospitality and tourism lies at the heart of our economy. All political parties should include hospitality and tourism at the centre of their economic growth plans, and in their party manifestos they should set out a commitment to boost the competitiveness of this important industry.

The UK hospitality and tourism industry has suffered uncompetitive VAT rates, a strain on aviation capacity and uncompetitive visa regimes for far too long. It is time for a new government to put an end to the current rate of UK VAT at 20 per cent – double that of the rest of Europe.

The BHA is working tirelessly to champion the Hospitality and Tourism industry on behalf of its members. We plan to unite more than 40,000 businesses to ensure that post 7 May 2015, the members of our collective associations will target every UK MP to convey the urgency with which government action is demanded to unlock our industry's potential for growth. As well as lobbying for change, our industry needs to be the best at acting on legislation so we can continue to be upheld as a positive example for other sectors to learn from. It's only through collaboration, commercial expertise, and grassroots action that our sector will achieve the status and recognition it deserves from government.

HOTELS

Marriott bullish about Moxy rollout

London, Munich, Oslo and Copenhagen are all set to get Moxy hotels, under Marriott's plans to open 2,700 new rooms in key European cities by the end of 2016.

Marriott claims to have redefined the budget hotel experience with this exciting brand, which combines contemporary style, bold design, vibrant lobbies, ample plug-ins and free WiFi.

According to vice president, Ramesh Jackson, who spoke to *Leisure Opportunities* about the concept, it's aimed at younger travellers, who want style and technology for affordable prices and are not bothered about full service. Rooms are small but thanks, to clever design, feel spacious.

Marriott has teamed up with Vastint Hospitality, Nordic Hospitality and ZLEEP Hotels to deliver this brand and, following the success of the first site in Milan, it wants to develop 150 by 2020. The 11 European sites are not only in key cities, but in key locations, next to airports, convention and shopping centres.



Marriott has plans for a major European expansion of the Moxy brand

"The launch of Moxy Milan was a defining moment for the brand; its first hotel in a gateway city that has met with widespread approval," said Amy McPherson, president and managing director of Marriott International, Europe. "We expect that the next few years will show significant growth, helping to build brand presence so travellers can familiarise themselves with a new affordable design hotel concept."

Details: <http://lei.sr?a=X3h7P>

Europe sees more hotel value hikes

Hotel values in Europe increased for the fifth year in succession during 2014, with properties in the UK and Southern Europe seeing some of the biggest gains, according to the 2015 *European Hotel Valuation Index*.

The index – published this month (March) by global hotel consultancy HVS – showed particularly strong figures for Madrid, which recorded an impressive year-on-year value climb of 14 per cent. The average value per hotel bedroom in the Spanish capital rose from €185,000 (£134,000) in 2013 to €211,000 (£153,000) in 2014. This was attributed to a slowdown in the city's new hotel supply and renewed international demand for rooms, particularly in the corporate sector.

The second biggest value rise in hotel stock was in Manchester, up 13.5 per cent year-on-year to £121,470 (£167,510) per room. The hike is partly attributable to the lack of new hotels in the city, according to HVS, a situation due to change as Manchester has a development pipeline of some 2,000 rooms opening by 2017.



Manchester enjoyed double digit hotel value growth in 2014

The city also witnessed the launch in March of the new Hotel Football, a venue directly opposite Old Trafford owned by a quintet of Manchester United legends.

Elsewhere in the UK, Birmingham also managed double digit growth, following improved performance and growing investor interest, according to report co-author James Heavey – an analyst at HVS London.

"The trend for improving values should be sustained in the foreseeable future," noted report co-author Sophie Perret, HVS London director. Details: <http://lei.sr?a=y7Y3A>

Cornwall set for Poldark boom

Cornish tourism bosses are hoping for a bumper year after the BBC's new Sunday night series, *Poldark*, provided an excellent shop window for the county's spectacular scenery.

Harbour village, Charlestown, and fishing coves, Gunwalloe and Porthgwarra, were among the villages used for filming last summer. Malcolm Bell, head of Visit Cornwall, said that if *Downton Abbey* can put Highclere Castle on the map then the West Country can expect similar hoards of crowds.

"Prime time television coverage such as this can have substantial impact on a destination," he said.

"The opportunity is there to be seized and I look forward to working closely with the tourism industry to turn the success of the production into a success for Cornwall."

Filming itself can bring up to £32,000 a day to the region, even before the tourist impact.

Over the last year it is estimated that the south west has benefited from some £11m, thanks to crews filming on location.

Some operators have already started to make the most of the marketing potential. Koru Kayaking is running two-hour kayak adventures around St Agnes Head, which



Charlestown: one of Poldark's many Cornish locations

takes in the featured coastline and the World Heritage Cornish Mining landscape.

Hallagenna Riding and Cottage Holidays, which provided stabling and accommodation for the stunt riders and horses while filming on the moors, has launched a new Poldark Trail, including Rough Tor and Brown Willy.

Poldark Mine, the location of underground mine scenes, is also open to visitors. Alternatively, WalkitCornwall is running walks through some of the mining areas used as locations, including Botallack Count House and Wheal Coates. *Details: <http://lei.sr?a=c5Y8P>*

Natural heritage is 'badly under-funded'

The world's national parks and nature reserves are thought to be worth £389bn a year, with around eight billion tourism visits annually. That income, however, is not being supported by adequate investment into heritage protection, according to the team behind the research.

A study published in *PLOS Biology* revealed the statistics and highlighted the need for more investment in protected natural heritage areas. Compared with the £389bn spend generated by national parks and nature reserves, only around £6.5bn is spent safeguarding those sites.

According to the study by the team from Cambridge University, natural capital and the worth of natural assets – based on assigning economic value to natural environment in order to better preserve it in the future – is increasingly becoming an issue in policy making. Protected areas cover around one eighth of the



The Peak District is among the most visited national parks worldwide

world's land and further investment into protection of these areas could yield economic returns and help to preserve precious landscapes.

The 10 most frequently-visited sites are all in either the US or UK. Those in Britain include: The Lake District; The Peak District; North York Moors National Park; Dartmoor National Park; and New Forest National Park. *Details: <http://lei.sr?a=b3k9f>*



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Last year's winning entry by EAA-Emre Arolat

World Architecture Festival coming to London this June

For the first time ever, the World Architecture Festival (WAF) is heading to London's Westminster University in June.

WAF, a high-profile architecture festival, will put on an exhibition during the forthcoming London Festival of Architecture, which runs from 1-30 June 2015.

An exclusive exhibition, hosted by WAF, will showcase its 2015 finalists on 24-27 June, in London, prior to the announcement of the winners of the sought after World Architecture Awards. The exhibited projects will then go before an international jury at WAF in Singapore in November.

Last year's awards were dominated by leisure projects. In a statement at MIPIM, programme director Paul Finch commented: "This is a new chapter for WAF and it is the first in a series of exciting global initiatives that are currently in development to significantly raise the profile of the global architectural communities."

Details: <http://lei.sr?a=k5j5C>

Three heritage piers – two in Blackpool – up for sale

Pier and arcade operator, Cuerden Leisure, has hoisted a for sale sign over three of the UK's best known 19th century piers.

Blackpool Central Pier, with its 33m Ferris Wheel, is being marketed at £4.8m. Blackpool South Pier, which has some popular thrill rides is £3.3m and, admired for its Victorian and Edwardian elegance, Llandudno Pier is £4.5m. Featuring promenades, amusement arcades, rides and F&B outlets, all three piers are popular tourist attractions and collectively generate an income of more than £1.6m a year.

Cuerden Leisure is selling the piers to restructure its assets. Director St John Stott, described them as "jewels in the crown of the UK's coastline." Bilfinger GVA's Retail, Hotels and Leisure team is marketing the piers and director of the team, Richard Baldwin expects them to attract major interest. Details: <http://lei.sr?a=z5D2E>

Jestico + Whiles to design new hotel

International architecture and design firm Jestico + Whiles (J+W) has been appointed by TIAA Henderson Real Estate (TH Real Estate) to design a luxury hotel in Edinburgh.

The Edinburgh St. James Hotel will act as the centrepiece of the overarching St. James development. With a price tag of £850m, the project is retail-led with the aim of transforming leisure in the Scottish capital. Once complete it will offer 750,000sq ft (69,677sq m) of retail space, the hotel and 30+ dining destinations.

The J+W design for the 210 room hotel is focused around the concept of coiled ribbons, to allow a free-form structure, boasting flexibility and a striking frontage. Slotting into the overall masterplan, the hotel will offer a restaurant space and a loft bar offering panoramic views of the Scottish city.

Heinz Richardson, director of J+W commented: "The contemporary design will be sympathetic to the surrounding World



The design has copper cladding, taking inspiration from an unfurling coil

Heritage site and its history, providing a first class destination for Edinburgh at the very heart of the city's new retail quarter."

The hotel, although already designed, has been left malleable for the final chosen operator, giving an individual brand a chance to put its stamp on it at a later date. Jones Lang LaSalle is currently marketing the investment opportunity.

Work is starting later in 2015, and the overall development is expected to be complete by 2020.

Details: <http://lei.sr?a=K5z5u>

Shortlist unveiled for London's Nine Elms

After much anticipation, Wandsworth Council has revealed the four design teams shortlisted for the Nine Elms Bridge Competition.

With more than 70 entries submitted for the Nine Elms to Pimlico Bridge competition, teams were asked to design a proposal for a new pedestrian and cycle way over London's River Thames.

The four shortlisted design teams are as follows:

- Buro Happold Limited
 - with Marks Barfield Architects, J&L Gibbons Landscape Architects, Gardiner and Theobald
- Bystrup Architecture Design and Engineering
 - with Robin Snell & Partners, Sven Ole Hansen ApS, Aarsleff and ÅF Lighting
- Ove Arup & Partners Ltd – with AL_A, Gross Max, Equals Consulting and Movement Strategies
- Ove Arup & Partners Ltd with – Hopkins Architects and Grant Associates

The winning team is expected to be announced in Q3 2015 and the next stage of the competition will see the aforementioned



Nine Elms Bridge proposal by Buro Happold Limited

teams develop their initial concepts into detailed designs. £26m worth of funding has already been identified to support the Nine Elms Bridge as a major infrastructure and public space project for the City.

Wandsworth Council Leader, Ravi Govindia, commented: "Congratulations to our shortlisted teams and I look forward to seeing their initial ideas developed further. The devil will be in the detail and the next stage will show us whether these four highly skilled and innovative design teams can meet the complex challenges this project presents."

Details: <http://lei.sr?a=a8n4e>



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Finding wellbeing in the latest Budget



IAN TAYLOR
is chief executive
at SkillsActive

Economic wellbeing is obviously important to millions of people across the country. However, I am of the firm belief that our physical wellbeing is equally as important as our economic wellbeing.

In the recent Budget announcement, what really caught my eye was the new mental health strategy for young people and adults. At SkillsActive we welcome extra support to help young people with mental health problems get their lives back on track. Physical activity and access to sport is proven to help teenagers progress.

I want to hard-wire fitness plans as part of treatment therapies within back-to-work programmes. SkillsActive is working with the Department of Health and the Department for Work and Pensions to achieve this objective, and is building partnerships with Work Programme providers to really make a difference.

We're also proud to be involved in delivering the strategy to widen access to physical activity and sport in colleges. This is in partnership with Sport England and AOC Sport as part of the Active Colleges project, ensuring staff have the right skills to engage young people in sport and physical activity. One of our objectives after the general election is to bring together employers from our industry with schools, colleges and the Department for Education so that more young people under 18 can access gyms and fitness centres.

All of this means in the future we will need more fitness and exercise apprentices, and apprentices with medical competence at Level 3 and 4 rather than Level 2.

With the great 'apprenticeship expansion' now on, the Conservatives have promised three million from 2015 to 2020, and Labour 80,000 extra starts for 18 year olds at Level 3 or higher. Yet, without employers none of these ambitions will be reached. SkillsActive will be working with our employers to meet the needs of our industry and the wellbeing of the nation.

TRAINING

World's first museum MOOC is launched

The University of Leicester has unveiled plans for what will be the world's first Massively Open Online Course (MOOC) related to museum studies.

Working in partnership with National Museums Liverpool, the MOOC – an online course aimed at unlimited participation and open access via the internet – will offer a six-week, two hours a week course exploring a range of topics about how the museum sector works and what its role is in wider society.

"The MOOC is a new departure for the school but something that we were very keen to do," said Suzanne MacLeod, director and head of school at the University of Leicester. "The ways people want to learn are changing and we wanted to understand more about that. The MOOC has enabled us to experiment with new ways of delivering, teaching and research. It is something of an experiment so we are intrigued to see how people respond



The online course is open-access and runs for six weeks

to the MOOC and to get their feedback." The course will be delivered through the Future Learn platform and is aimed at anyone with an interest in museums; including prospective students interested in further training in museum studies; museum volunteers; or museum practitioners. No prior knowledge or equipment is required. Interested parties can sign up for the course now, with the programme set to start on 1 June 2015.

Details: <http://lei.sr?a=e2E4s>

Trainees to take charge of luxury spa

Sunderland College's £29m new vocational campus is set to feature a luxury spa, which will be operated by a spa manager who will supervise students working towards the City & Guilds NVQ Level 3 in Spa Therapy.

The spa is one of many facilities that will be open to the public at the 12,500sq m (134,549sq ft) vocational campus – to accommodate 2,000 students when it opens in Q2 of 2016.

The new spa, being built by DaleSauna, will offer an overflow spa pool, sauna, salt steamroom, aromatherapy room, rasul mud treatment room, experience showers, ice feature, reflexology walk and tiled heated loungers.

"We have designed a spa that can not only deliver the requirements of the NVQ Level 3 Spa Therapy curriculum, but also compares favourably to some of the finest hotel spas around," said Gerard McCarthy, sales director at DaleSauna. The spa will offer Caci treatments and a variety of therapies using products by Dermalogica. Architecture firm IBI Taylor Young is in charge of the campus' design and



The new campus will house a range of vocational courses

BAM Construction is building the campus – which is being funded by a number of sources, including the Skills Funding Agency (SFA), Sunderland City Council and College reserves.

In addition to this 'spa academy', the new campus will house vocational courses transferred from the college's Hylton Campus, including courses about hair and beauty, a bakery, travel agency, restaurant, manufacturing and engineering facility and a car repair service. *Details: <http://lei.sr?a=K5c5A>*

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For full specification requirements and to apply for this post, please visit: www.walsallcollege.ac.uk/jobs

Closing date: Tuesday 14 April 2015 at 12 noon.

Interview date: Tuesday 21 April 2015

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Company: The Gym Group
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Company: Parkwood Leisure
Location: Bexleyheath, UK

Lifeguard

Company: Parkwood Leisure
Location: North Somerset, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Swim Teacher

Company: Everyone Active
Location: Fareham, UK

Beauty Therapist (P/T)

Company: Center Parcs Ltd
Location: Elveden Forest, Suffolk, UK

Contract Fitness Manager

Company: Everyone Active
Location: Stratford on Avon, UK

Fitness Instructor

Company: énergie group
Location: Enfield, UK

Recreation Assistant (Lifeguard)

Company: GLL
Location: Various locations, UK

Receptionist

Company: Legacy Leisure
Location: Maidenhead, UK

Dry Side Leisure Assistant

Company: GLL
Location: Cambridge, UK

Beauty Therapist

Company: Center Parcs Ltd
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Lifeguard

Company: Everyone Active
Location: Warwickshire, UK

Activities Manager

Company: Parkwood Leisure
Location: Dolygaer Outdoor Centre, UK

Sports Development Officer

Company: Legacy Leisure
Location: Maidenhead, UK

Regional Sales Manager

Company: Sports Art Fitness
Location: South Coast, UK

Personal Trainer

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Estates Maintenance Person

Company: Parkwood Leisure
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Seasonal / Casual Instructors

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Personal Trainer

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MoveGB Customer Motivator

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Duty Manager

Company: Legacy Leisure
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General Manager

Company: Lifestyles Health & Fitness
Location: Beirut

Swimming Teachers L1 and L2

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Site Supervisor

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Sports Development Manager

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Fitness Instructor

Company: Parkwood Leisure
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Customer Relations Manager

Company: Fusion Lifestyle
Location: Various locations, England

Fitness Instructor

Company: Parkwood Leisure
Location: Bexleyheath, UK

Project / Event Manager

Company: Move GB
Location: Bath, UK

Customer Service Advisor

Company: GLL
Location: Chalfont Saint Peter, UK

Duty Manager

Company: Parkwood Leisure
Location: Penzance, UK

Customer Service Advisor

Company: GLL
Location: Buckinghamshire, UK

Membership Sales Advisor

Company: Énergie Group
Location: Wilmslow, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Recreation Assistant

Company: Parkwood Leisure
Location: Exeter, UK

Arcade Manager

Company: Namco Operations Europe Ltd
Location: Various

Member Services Advisor

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Location: Central Support, Leeds, UK

Contract Maintenance Engineer

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Fitness Instructor / Consultant

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Location: Stratford upon Avon, UK

Lifeguard

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Location: Preston, Lancashire, UK

Trainee Duty Manager

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Recreation Assistant

Company: Legacy Leisure
Location: Maidenhead, UK

Sports Centre Shift Supervisor

Company: Queen Anne's School
Location: Caversham, Reading

Fitness Instructor

Company: Énergie Group
Location: Buckinghamshire, UK

Membership Consultant (P/T)

Company: Everyone Active
Location: Sutton, UK

Sports Facilities Manager

Company: Redgrave Sports Centre
Location: Buckinghamshire, UK

Fitness Apprenticeship

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Location: Buckinghamshire, UK

Female Fitness Instructor

Company: Moseley School
Location: Moseley, Birmingham, UK

Membership Manager

Company: Énergie Group
Location: Andover, UK

Head of Inclusive Activities

Company: NDCS
Location: Birmingham or London, UK

Fitness Instructor

Company: énergie group
Location: Harrow, UK

Duty Manager

Company: Everyone Active
Location: Cirencester, UK

Assistant Manager

Company: énergie group
Location: Hatfield, UK

Catering Assistants

Company: Everyone Active
Location: Bedworth, UK

General Manager

Company: South Norfolk Council
Location: Norfolk, UK

Centre Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Assistant General Manager

Company: The Gym Group
Location: Newport, Wales, UK

Health & Fitness Club Manager

Company: Bedford Lodge Hotel
Location: Newmarket, UK

General Manager

Company: The Gym Group
Location: Various locations, UK

Professional Trainer

Company: Speedflex
Location: London/Surrey, UK

Centre Assistants

Company: Lee Valley Regional Park
Location: Stratford, London, UK

Leisure Attendant

Company: Redditch Borough Council
Location: Redditch, UK

Duty Manager Position

Company: Oxley Sports Centre
Location: Sherborne, Dorset, UK

Customer Services Assistant

Company: Lee Valley Regional Park
Location: Stratford, London, UK

Apprentice

Company: énergie group
Location: Hatfield, UK

Duty Manager

Company: énergie group
Location: Hatfield, UK

General Manager

Company: Royal Wootton Bassett Sports Association
Location: Wiltshire, UK

Club Promotional Staff

Company: énergie group
Location: Hatfield, UK

Business & Sports Hub Manager

Company: Walsall College
Location: Walsall, UK

Party Leader

Company: Everyone Active
Location: Studley Leisure centre, UK

Swim Teacher

Company: Everyone Active
Location: Studley Leisure Centre, UK

Commercial Manager

Company: Diverse Trainers.
Location: Preston, Lancashire, UK

Fitness Instructor

Company: energie group
Location: London, Bethnal Green, UK

Sales Manager

Company: 24/7 fitness
Location: Halifax, UK

Membership Sales Executive

Company: energie group
Location: Fit4less Highbury, UK

Marketing Coordinator

Company: Parkwood Leisure
Location: Thetford, UK

Personal Trainers: Level 3

Company: The Gym Group
Location: Various locations, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Thetford, UK

Team Leader

Company: Fusion Lifestyle
Location: London, England

Park Manager

Company: Jump Giants
Location: West Thurrock, UK

Play Touch Rugby League Licensee

Company: The Rugby Football League
Location: Nationwide, UK

Membership Consultant

Company: Everyone Active
Location: Nuneaton, UK

Operations Manager Fitness

Company: Three People
Location: Based Bristol, UK

Self Employed Personal Trainer

Company: Everyone Active
Location: Sutton, UK

Fitness Apprenticeship

Company: energie group
Location: Fit4less Highbury, UK

Spa Therapist

Company: Wildmoor Spa
Location: Stratford Upon Avon, UK

Sales Manager

Company: Everyone Active
Location: Enderby / Leicester, UK

Football League

Development Officer
Company: Soccersixes
Location: Nuneaton, Warwickshire, UK

Duty Manager

Company: Legacy Leisure
Location: Newbury, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Leicestershire, England

General Manager

Company: Fusion Lifestyle
Location: Various locations, England

Business Development Officer

Company: East Cambridgeshire DC
Location: Cambridgeshire, UK

Swim Teacher

Company: Everyone Active
Location: Warwickshire, UK

Casual Fitness Motivators

Company: Everyone Active
Location: Carshalton, UK

Self-Employed Personal Trainer

Company: Everyone Active
Location: Carshalton, UK

Group Exercise Teacher

Company: The West Bay Club
Location: Yarmouth, Isle of Wight, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: Midlands & South England

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Various locations, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Various locations, UK

Swimming Teacher

Company: Becky Adlington's Swim Stars
Location: Nationwide, UK

Personal Trainers

Company: Club Training
Location: Nationwide

Beauty Therapist

Company: Energie
Location: St Albans, UK

Spa Therapist

Company: Bedford Lodge Hotel Spa
Location: Newmarket, UK

Visitor Reception Manager

Company: National Trust
Location: Cambridgeshire, UK

Visitor Experience Delivery Manager

Company: Letchworth Heritage Foundation
Location: Letchworth Garden City, UK

Campsite Manager

Company: Camping in the Forest
Location: Christchurch, UK

Rides Maintenance Technician

Company: LEGOLAND California
Location: California-Carlsbad, US

Facilities Manager

Company: Merlin
Location: Missouri-Kansas City, UK

Marketing Coordinator

Company: Sea Life
Location: Arizona-Tempe, US

Team Leader

Company: Merlin
Location: Florida-Orlando, US

Director of Operations

Company: Merlin
Location: New York-New York, US

Sales/Marketing Coordinator

Company: Legoland Discovery
Location: Massachusetts, US

Duty Manager

Company: Legoland Discovery
Location: Massachusetts, US

Events Manager

Company: Madame Tussauds
Location: California-Hollywood, US

Commerical Host

Company: Legoland Discovery Chicago
Location: Illinois-Schaumburg, US

Aquarist Sea Life Jesolo

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

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Company: Continuum Group
Location: Oxford, UK

Duty Manager

Company: Science Museum
Location: London, UK

Events & Deputy Visitor Manager

Company: Bolton Abbey
Location: Skipton, North Yorkshire, UK

Director of Guest Services

Company: Paignton Zoo
Location: Paignton, Devon, UK

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Location: Manama

Project Director

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Location: New York, US

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Company: LEGOLAND
Location: Florida-Winter Haven, US

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Company: LEGOLAND
Location: California-Carlsbad, US

Curator

Company: Sea Life
Location: Michigan-Auburn Hills, US

Operations Manager

Company: Legoland Discovery Center
Location: Georgia-Atlanta, US

Marketing Coordinator

Company: Merlin - Orlando Cluster
Location: Florida-Orlando, US

Studios Manager

Company: Madame Tussauds
Location: New York, US

Operations Associate

Company: Sea Life
Location: Arizona-Tempe, US

Events Coordinator

Company: LEGOLAND California
Location: California-Carlsbad, US

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Prioritise physical activity, say MPs

Continued from front cover

The landmark report from the Health Select Committee said overcoming physical inactivity should be a frontline health concern.

"The extraordinary benefits of exercise in improving physical and mental health should be made clear and accessible to everyone, whatever their current level of fitness," said chair of the Committee, Dr Sarah Wollaston MP.

"The committee calls on the NHS, local authorities and the next government to work together to prioritise prevention and public health and we have set out achievable recommendations for action which could help to transform people's lives and wellbeing."

There was scathing criticism for the current status quo, whereby the NHS spends more money on bariatric surgery for obesity than on a national roll-out of intensive lifestyle intervention programmes. The Committee said the situation is "inexplicable and unacceptable."

The report marks a major milestone for the physical activity sector led by ukactive – which has long been campaigning for physical



Chair of the Health Select Committee, Dr Sarah Wollaston MP

inactivity to emerge from the shadow of obesity and be treated as a frontline health concern. "For too long we have allowed obesity to eat the public health debate whole, starving inactivity of the attention it deserves," said ukactive CEO David Stalker. "This report gives a clear mandate to the newly-formed government after the election – whatever its colour or composition – to make tackling physical inactivity a top tier public health priority. It's time for the NHS and CCGs to put the appropriate amount of emphasis behind tackling inactivity."

Details: <http://lei.sr?a=k3K2c>

Pubs toast chancellor's beer duty cut

Britain's brewers and pubs were given a timely boost in the last UK Budget before the May General Election, with beer duty cut for the third year in a row. Chancellor George Osborne was hailed a "hat-trick hero" by the British Beer & Pub Association (BBPA), which said the move would create 3,800 jobs and attract new capital investment.

The chancellor announced that duty on beer would fall by a penny for the third consecutive year as he delivered his final budget of this parliament in Westminster on 18 March.

"The Chancellor really is a 'Hat Trick Hero'. His third, successive beer tax cut shows he has listened to consumers, publicans and brewers," said BBPA chair Brigid Simmonds.

"Beer tax is now ten pence lower than it would have been under the beer duty escalator. It will put £18m in the pockets of beer drinkers and pubgoers. That is a huge difference." With Britain's beer and pub sector



George Osborne delivered the Budget on 18 March

contributing £22bn to GDP each year and supporting almost 900,000 jobs, the move is expected to bring tangible economic benefits. Experts pointed out that the renewed confidence instilled by previous duty cuts led to beer sales rising in 2014 for the first time in a decade. Details: <http://lei.sr?a=h5Q9h>

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The quality's there in black and white

LIFE LEISURE WOWS MEMBERS AS CRAFTSMAN DELIVER A VISUAL DELIGHT



Happy times: Ease and comfort combine in the women's changing area



'Patent'-look lockers add appeal and are easy to keep clean

Members of Life Leisure's Hazel Grove Leisure Centre were stunned when their refurbished male and female changing areas were unveiled recently.

"We'd kept the upgrade under wraps," says Operations Manager Martin Harriman, who spearheaded the project to inject a new lease of life into the Stockport-based leisure trust's changing facilities, which, he explains, had seen better days.

"The existing changing areas were looking a bit old and tired and needed a total rethink, so we called in Craftsman Lockers for ideas on how to refresh them. Our 2,700 members have been knocked out by the result and we've been swamped with great reviews."

Hazel Grove is just the latest of several Life Leisure centres where Craftsman have installed changing provision, some of them extensive, such as the changing village at

the nearby Stockport 's grand Central Pool, home to the Metro club, which has nurtured many of Britain's Olympic swimmers.

Although a 50-year-old leisure centre, Hazel Grove's interior has been re-imagined several times over its lifetime, including its changing provision but time had run out on a facet of service that is increasingly important in the leisure offering.

The latest asset refresh features dramatic black and white 'patent'-look lockers and family cubicles, with red faux seating in the female area, new showers and toilets with 'granite' panelling and flat-screen televisions in both areas.

The TVs add a new level of engagement for members, who can view everything from running news updates to the latest football scores, while they change in a friendly and welcoming setting.

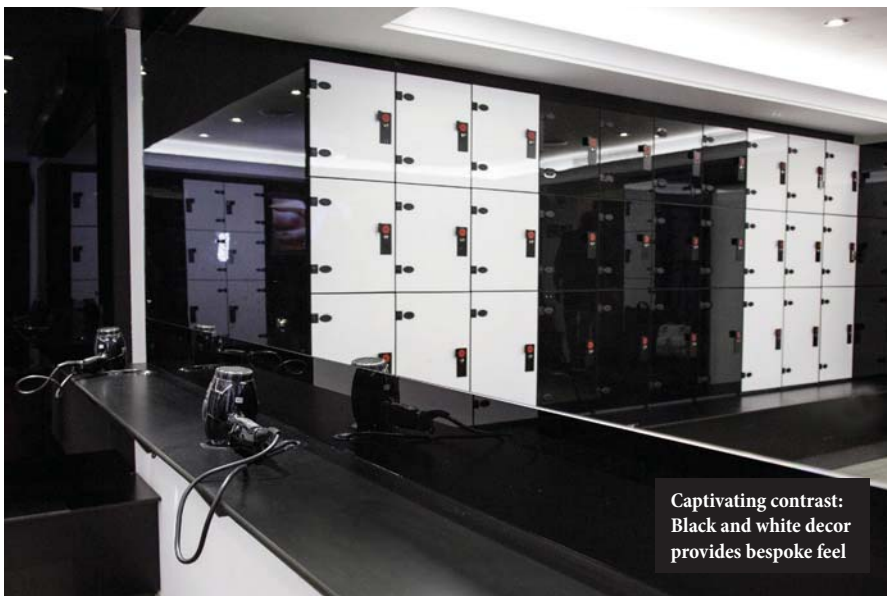
This is changing provision that members not only love to use but also love to relax in, as a 93-year-old mum and her daughter confirmed. "We have come swimming here for many years and were amazed when we came in one day and walked into our new changing area. What a difference it has made to our overall enjoyment."

Martin Harriman meanwhile can promote an attractive, comfortable environment that meets the rising expectations of members for higher quality in local authority leisure.

"We aspire to provide private sector quality in public facilities," he explains, "and that's a service that members really appreciate in the face of tightening leisure budgets."

"We aspire to provide private sector quality in public facilities"

Martin Harriman, Operations Manager



Captivating contrast: Black and white decor provides bespoke feel

Craftsman inject fresh style into leisure retreat

BLENDING THE OLD AND NEW HAS WORKED WONDERS AT CLARICE HOUSE



Cherry and walnut surfaces complement refreshed wet and dry areas, which include new vanities and glass cubicles

Time can sometimes catch up with even the finest leisure facilities as interior design trends evolve in what is a fast-moving sector.

Quality has remained a constant characteristic of the group of clubs owned and run by the King family in Essex and Suffolk. Established in 1995 by Colin and Thila King, the first Clarice House Health Club and Day Spa was opened in Ipswich. Colin's son, Stuart, joined the business in 2000 and opened the Clarice House, Health Club, Residential and Day Spa in Bury St Edmunds in 2001. The third Clarice House, Health Club and Day Spa opened in 2006 at Colchester.

Today, the Clarice House Group has over 6,000 members across its three destinations, 1,800 of those at Bury St Edmunds, and delivers 4,500 day spa packages, nearly half of those at the Bury spa.

"Spa days are a big part of what we do," says Stuart, who became Group Managing Director three years ago - "bigger in fact than the health club, although that is where the business started."

That said, the group believes in refreshing its assets to keep its offering sharp for a discerning public and refurbished the Colchester club with Life Fitness equipment last September.

"The superior quality that Craftsman delivered first time round when Bury St Edmunds opened ensured that the lockers had stood the test of time remarkably well"

Stuart King, Clarice House

Pitching at the higher end of the market, the group understands how important it is to present the quality of experience demanded in such a competitive sector.

Craftsman originally fitted out the Bury St Edmunds changing areas, incorporating an unusual and appealing cherry veneer for the lockers for both male and female provision. After 13 years though, the group felt the time had come to refresh both wet and dry aspects to introduce a more contemporary ambience throughout.

"Working with John Gibbs once again, we decided to retain elements of the original fit out, such as the locker bodies, because they were still thoroughly fit for purpose, while introducing maple veneer on some lockers to contrast with the cherry to revitalise the changing areas."

Craftsman also fitted separate glass cubicles in male and female changing areas,

complete with new vanity provision in what was a complete solution for the club and spa.

"I'm sure that we can look forward to many more years of high quality service from the refreshed changing areas, keeping us in the forefront of health club and spa facilities in the region," Stuart adds.

In fact Stuart can claim justifiably that the changing provision is as distinctive as the hotel that the group also manages at Bury, as he explains.

"My father and stepmother are avid collectors of Clarice Cliff pottery, known for its memorable patterning, so we decided to incorporate this interest by naming each bedroom after one of their design ranges such as Inspiration, Bizarre, Jazz, Crocus, Lucerne, Luxor and Ravel to name just a few."

Such touches all add up to a relaxing leisure retreat that oozes quality and character in equal measure.

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