

leisureopportunities

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Gainsborough Bath Spa gears up for July launch

The Gainsborough Bath Spa, the first UK hotel to be owned and operated by YTL Hotels, will soft open on 1 July. The facility will feature Spa Village Bath – YTL's international brand concept of a thermal Romanesque bathing circuit.

To promote social bathing, the hotel spa has created a one-hour bathing ritual – a self-guided tour of the thermal pools, saunas, steamroom, ice alcove and relaxation rooms. There are also three pools of different temperatures – cooled from an initial 47°C (117°F).

The 99-bedroom hotel will include an exclusive spa suite and two further spa rooms with in-bath access to the thermal waters via a second tap. YTL claims these are the only guestrooms in the UK to offer this option. The Aroma Bar within the spa allows guests



Designed by Champalimaud, the hotel will retain its Georgian characteristics

to blend their own oils. Products at the spa are by Neal's Yard, Kerstin Florian and Amala.

Designed by New York-based Champalimaud Design in collaboration with a number of other interior designers, the hotel will retain its Georgian characteristics and will

have marble bathrooms, burl wood inlaid wardrobes and draperies that frame the property's tall windows.

The Grade-II listed building housed the United Hospital in the 19th century and, more recently, the Bath College of Art & Design – until 2005. Named after the highly-acclaimed painter Thomas Gainsborough, The Gainsborough Bath Spa has selected three students from the College and commissioned them to create exclusive artwork for the hotel to feature prominently in its public spaces.

In March 2014 Martin Clubbe was appointed general manager of the hotel, having previously worked for Macdonald Hotels – managing the repositioning of The Macdonald Bath Spa Hotel as a five-star property. Details: <http://lei.sr?a=U9K5d>

Pop-up cinema planned for Charing Cross tube

Tickets have sold out for a pop-up underground cinema at Charing Cross Station at the end of May, run by the Underground Film Club and supported by British Film Institute.

The disused station, which has been closed to the public since 1999, will be transformed into a cinema complete with popcorn, hotdog stands and directors' chairs. A number of classics are on the bill for the 29-31 May event, including *Cinema Paradiso*, *Some Like it Hot*, *Casablanca*, and *Breakfast at Tiffany's*. Details: <http://lei.sr?a=a7u3d>

Fitness First out of LA fitness bidding

Fitness First has pulled out of the race to acquire long-time gym chain rival LA fitness, *Leisure Opportunities* understands.

Several sources have indicated that Fitness First is no longer in the running to acquire the 44-club LA fitness portfolio, which has reportedly been valued at around £80m.

Fitness First was understood to have been planning to use partial funds from the ongoing sale of its 80-club strong German arm for a swoop on LA fitness. The German deal was originally expected to have been tied up in January, however delays have been suggested as one of the reasons for the withdrawal. A Fitness First spokesperson declined to comment.



Fitness First Group CEO Andrew Cosslett

Pure Gym, Sports Direct Fitness and Terra Firma Capital Partners – led by private equity investor Guy Hands – have all been linked to bids for LA fitness and are believed to remain in contention. Details: <http://lei.sr?a=e7P2p>

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Crouch named new sports minister

Sport will have a true advocate in the new Conservative government, following the appointment of Tracey Crouch as sports minister.

Crouch, a self-confessed “sports nut” is the MP for Chatham and Aylesford in Kent and has been a member of the Culture, Media and Sport (DCMS) Select Committee since 2012.

She is a qualified football coach and continues to play the sport actively, as well as coaching a women’s football team – something that she has done for nearly a decade. Crouch has actively promoted equal opportunities in sport throughout her career and has served as vice chair of the All Party Group for Women in Sport.

In 2011, she hit headlines when she criticised the Football Association and its laws on mixed gender games, which prevented her from playing for the Parliamentary football team.

Crouch replaces outgoing sports minister Helen Grant, who – despite claiming “sport was in her DNA” – drew criticism in 2013 for being unable to answer five simple sports questions.



Crouch is an active footballer and has coached a team for nearly a decade

In its manifesto, the Conservative Party promised to continue to support UK Sport funding for elite athletes on their journey to the 2016 Rio Olympics and Paralympics.

The party also outlined plans to encourage new sports in the UK by forming partnerships with US-based professional leagues – such as National Football League (NFL), the National Basketball Association (NBA) and Major League Baseball (MLB) – and creating UK-based franchises. Details: <http://lei.sr?a=V8z6j>

Loved ones ‘are key’ to female participation

Family and friends – rather than famous role models – are the most powerful “influencers” in getting women to take part in sport.

A new report by Women In Sport shows how female participation in sport is swayed by a larger number of people and “influencers” than had been previously thought.

Contrary to the initial hypothesis that successful athletes and other “role models” have the most significant impact on female participation, the report suggests that other influencers had more impact. The influencers also come from an array of areas – such as family, friends and the local community. The report also shows that women’s influencers tend to change over time – in line with their evolving needs.

“Our research findings presented here are clear,” said Ruth Holdaway, CEO of Women in Sport. “Role models are important, and they are everywhere, but they are not the only



Role models like Laura Trott – can encourage women to take up sport

factor that sways women to play sport.” Holdaway added that the report – funded by Sport England – outlines a new behaviour change model called the ‘Model of Influence’, which consists of six ‘sway factors’.

Women in Sport hopes the model can be used as a framework to encourage further female sporting participation, utilising the influence of each of the influence communities. Details: <http://lei.sr?a=d2T3w>

Sports Summit 2015 shapes up

Sport England CEO Jennie Price and triathlon champion Chrissie Wellington are among the keynote speakers at the Sports Summit 2015 – held at the KIA Oval on London on 4 June.

With the strapline “Fit for the Future; face the challenges of tomorrow”, the one-day event will act as a meeting place for decision makers and touch on a number of topics affecting the sports industry – including how tech can be harnessed to advance operations and the role of major events in securing sustainability.

As part of this, Hitesh Patel, head of international sport and major events at the DCMS will run a workshop on the government's Gold Framework, alongside Simon Morton, UK Sport's director of major events and international relations. There will also be a talk from Dr Justin Varney, national lead for adult health and wellbeing at Public Health England, who



Triathlon champion Chrissie Wellington is among the keynote speakers

will be discussing the relationship between sport and the public health agenda.

Organised by the Sports and Recreation Alliance (SRA), the summit will also see the launch of a significant new initiative by SRA. Chief Executive Emma Boggis said a major new programme will be announced to ensure the sector is ‘fit for the future’.

Details: <http://lei.sr?a=Z4c6w>

StreetGames aims to get Welsh girls active

StreetGames is to lead a push to get women and girls in Wales more physically active.

The sports charity has appointed Jess Morgan to pilot the Us Girls campaign in Wales, aimed at girls aged 13-19 living in Communities 1st areas across Wales.

The campaign will include the development of a Wales-based Us Girls consortium of organisations committed to increasing female sports participation, as well as recruiting disadvantaged young female volunteers to help deliver the programme.

Figures show that there is a considerable gender gap in physical activity in Wales.

Nearly two-thirds of Welsh males (63 per cent) participate in sport, while the figure for females is less than 50 per cent. There are also twice as many male members (22 per cent) of sports clubs than females (11 per cent).

The problem is related to girls becoming physically inactive at a young age – at the end of secondary school, only 44 per cent of Welsh girls take part in sport. The newly appointed



The Us Girls campaign will be rolled out right across Wales

Morgan said there was a “huge need” to get girls across Wales more active.

“It’s not just about increasing fitness and improving health, but giving girls opportunities they wouldn’t have had and increasing their confidence and self-esteem,” she said. “This can lead to other successes in life and give them a solid platform to build on.”

Morgan will be responsible for leading and coordinating the campaign, raising participation by facilitating a network of projects across Wales. Details: <http://lei.sr?a=M6T2x>



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GLL grows ever larger as Tone Leisure is acquired

Operator Tone Leisure is to become a wholly-owned subsidiary of GLL, as the burgeoning enterprise continues to expand.

Under the agreement, which commences on 1 June 2015, Tone will continue to directly operate its 13 leisure and sporting facilities across the south west of England until 1 December 2016, when a full merger is planned with GLL. The deal follows a flurry of activity involving GLL – which recently acquired North Country Leisure and also announced a merger with Carlisle Leisure Limited – as the enterprise grows rapidly beyond its London heartland. GLL now operates 170 leisure centres across the UK. *Details: <http://lei.sr?a=T3c5w>*



Alliance owners Paul Cluett and Sarah Watts

Watts and Cluett complete buyout of Alliance Leisure

Sarah Watts and Paul Cluett have taken principal ownership of Alliance Leisure Services, with Watts in place as CEO and Cluett to be managing director.

Established in 1999 by Watts, Alliance has partnered with numerous local authorities and leisure trusts to complete projects.

“It’s been an incredible 16 years building the business and team we see today, but 2015 presents a new chapter in the company’s ownership,” said Watts, who was previously managing director of the business. “We have worked hard to establish strong relationships with our clients and we look forward to developing new sites and pushing the boundaries for the next generation of leisure facilities.”

The team design and build innovative sport and leisure facilities, working in partnership with local councils to replace ageing and costly leisure facilities with modern, revenue-generating sites. Over the past 16 years, the company has carried out more than 100 developments and invested more than £100m into the UK leisure market. *Details: <http://lei.sr?a=a2a2F>*

Big names win ukactive Board seats

Virgin Active European COO Matt Merrick and GLL managing director Mark Sesnan have won seats on the new-look ukactive Board of Directors following a high-profile election.

Merrick will fill the commercial fitness seat and Sesnan will represent local authority activity, having been favoured by ukactive members over a host of other well-known industry names. The third elected seat, representing “broader physical activity,” went to Dr Ewan Hamnett, who ran unopposed after the ukactive Nominations Committee agreed there was no other suitable application for this seat.

Sesnan has been managing director of GLL since its formation in 1993 and is also a CIMSPA Fellow, and a founder member of Sporta. Of his new position on the ukactive Board, he said: “I understand the challenges we face as well as those facing the nation. Ultimately my goal will be to support and help guide ukactive in its new cross-cutting agendas, and I have the track record and experience to do this”.



Mark Sesnan has been MD of GLL since its formation in 1993

The new Board, which will be chaired by Tanni Grey-Thompson, has been built following a 12-month consultation with ukactive members and partners. It is designed to ensure a governance structure that is fit for purpose and in line with best practice recommended by key agencies such as Sport England.

In addition to an appointed chair, the Board will be comprised of an appointed treasurer and up to five appointed non-executive directors. *Details: <http://lei.sr?a=m8Nzh>*

Waggett to helm high-end gym portfolio

Former Fitness First chief Colin Waggett has been named CEO of the as-yet-unnamed portfolio of high-end London health clubs owned by private investment firm Encore Capital.

Encore recently acquired the Third Space group – whose Soho and Marylebone clubs boast a range of celebrity members – as well as the Tower Bridge 37 Degrees health club for an undisclosed fee. These recent acquisitions, together with Encore’s ownership of the Reebok Sports Club in Canary Wharf underline its ambitious growth plans in the health and fitness sector.

Waggett, who made his name at Fitness First and then went on to launch Psycle, was introduced to staff on Monday (11 May) and will now set about strategising and formulating the brand proposition. Further announcements are expected in the autumn, with regards to the gym group’s name and plans for growth.

“Our aspiration is to be the premium lifestyle club offering in London, serving the fitness savvy, fashion conscious Londoner who also appreciates the very best quality in service, and interesting and innovative experiences,” Waggett told *Leisure Opportunities*. “I firmly believe there is a gap at the quality end of the



Colin Waggett is strategising the new brand

market that we are perfectly set up to fill. We are immediately pressing on with a £3m club investment program at Tower Bridge, following on from the £6m invested in Canary Wharf last year, which is reflective of the aspirations of the owners to really make sure each and every club is of a truly outstanding quality.” *Details: <http://lei.sr?a=h8g4b>*

DLL lands tie-up with Sufferfest

David Lloyd Leisure (DLL) has continued its investment in quality class-based fitness through an exclusive partnership The Sufferfest video-based indoor cycling programme.

A high intensity interval training programme (HIIT) that transforms the indoor cycling experience, The Sufferfest has just launched at David Lloyd Southampton and will roll out to selected clubs across the DLL estate. Endorsed by the UCI (Union Cycliste Internationale), the world governing body for cycling, the Sufferfest programme will launch in club studios and gym Wattbike zones.

With a passionate fan base spanning more than 70 countries, The Sufferfest has been developed by world-class cycling coaches and is driven by synchronised soundtracks,



The Sufferfest features officially licensed footage from the biggest races

17 creative storylines and officially licensed footage from the world's biggest races, including the Tour de France and Giro d'Italia.

The videos feature on-screen instructions, enabling instructors to engage more with participants and provide individual coaching.

Details: <http://lei.sr?a=G2s2V>

National Fitness Day 2015 set to include schools

This year's National Fitness Day – the largest celebration of physical activity in the UK – will see schools included in the initiative for the first time as organiser ukactive targets a bigger event than ever before.

Founded by the énergie Group, ukactive now co-ordinates the day, which will see thousands of people don their exercise gear and flock to gyms, health clubs, leisure centres and parks around the country to take part in free 'Power Half Hour' exercise events. Last year saw nearly 2,000 venues open their doors to run free 'Power-Half-Hour' exercise sessions – reaching 27 million people – and ukactive hopes casting the net even wider will see more people get active on 9 September 2015.

A fundamental aspect of this year's National Fitness Day is getting schools involved. Primary schools across the UK will be asked to pledge to take part in the day by running activities designed to get children more active, more often.

Details: <http://lei.sr?a=K9j4t>

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ATTRACTIONS

Star Wars strikes back at Tussauds

Han Solo, Luke Skywalker and Darth Vader, among others, have come to Madame Tussauds in London as part of a new multi-million pound Star Wars experience.

Having opened to the public on Saturday 16 May, the new attraction – which has been created in close collaboration with both Disney and Lucasfilm – represents a significant expansion of Madame Tussauds London.

The immersive experience features 16 wax recreations of classic Star Wars characters, plus a number of walk-in sets to authentically portray some of the franchise's most memorable moments.

"The Star Wars films are so loved, and fans so passionate, it was a huge responsibility to get this right. It has taken over 180 sculptors, hair artists, colourists, set designers and prop makers more than a year to create the experience – everyone wanted to make it as authentic as possible," said Madame Tussauds London's general manager, Ben Sweet.



Fans are able to recreate classic scenes from the Star Wars series

"We were given rare access to the Star Wars archives at Skywalker Ranch in California, which was invaluable. The artistic team poured over stills and footage day and night to ensure the likenesses of our wax stars are spot on and the sets as reminiscent of the actual film scenes as possible. We hope people will become immersed in the Star Wars story and interact with their favourite characters in a totally new and exciting way." The 16 figures cost a total of £2.5m to make. Details: <http://lei.sr?a=S9X8Z>

Thomas the Tank Engine 'worth £1bn'

The Thomas the Tank Engine IP has been valued at £1bn, 70 years on from the publication of the first book by Reverend W Awdry.

Since its creation in 1945, Thomas the Tank Engine has gone from a series of children's books, to a television series, to a movie, to a number of attractions worldwide – with the brand now visible in more than 120 countries around the world.

In the attractions realm, Drayton Manor recently spent £2.5m expanding its Thomas Land attraction, which has gone from strength to strength since its launch in 2008. Plans are also in the works for a Thomas theme park in Massachusetts, US, while the IP has frequently been touted as "key" to the survival of heritage railways worldwide.



Thomas The Tank Engine has been a huge success since its creation in 1945

"No fortune teller could ever have predicted how Thomas would come to be loved by so many all around the world," said Britt Allcroft, the producer who brought Thomas to television. "Thomas is a magical world and my one wish is to meet every child for whom the stories have meant so much. He's grown into a phenomenon." Details: <http://lei.sr?a=Z2Y6z>

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UK ranks fifth for global tourism

The UK has the fifth most competitive tourism market in the world, according to the World Economic Forum's latest travel report.

The report looks at 141 countries and ranks them on how well they could deliver sustainable economic and societal benefits through their travel and tourism sector.

A healthy business environment, strong air travel infrastructure and a wealth of cultural attractions makes the UK a popular destination.

Providing 3.5 per cent of GDP, the tourism sector in the UK is worth £57bn and is set to grow by more than 3 per cent this year. It provides 5.5 per cent of the country's jobs.

More than 31 million tourists visited in 2013, bringing £26m into the economy.

On the downside, only Switzerland is more expensive to visit than the UK, as the Air Passenger Duty can add up to £71 on the price of an airline ticket. Following the election of a majority Conservative government, the British Hospitality Association has called for tourism VAT to be cut to 5 per cent which, it argues, would massively boost jobs.

The report also showed that new middle classes from countries like China, senior



Britain's cultural heritage is a big driver of inbound tourism

travellers from the West and the millennial generation are increasingly shaping the travel and tourism industry. It recommends tourism-oriented economies adapt to changing global trends as well as growing market segments.

The diversity in the top 30 shows that a country does not have to be wealthy to have a flourishing tourism sector," says economist at the World Economic Forum, Roberto Crotti. "But many countries should still do more to tackle travel and tourism challenges, including visa policies, environmental protection and ICT readiness." Details: <http://lei.sr?a=g3F8Y>

Mobile tracking 'tough' for travel firms

The digital revolution has democratised the way consumers shop for travel, transforming it from a seller's to a buyer's market, with 42 per cent of holidaymakers using review websites to plan holidays. This means travel businesses need to undergo their own transformation from a product-centric to a consumer-centric model.

These were key findings from Deloitte's 2015 *Travel Consumer* report, working with the British Travel Awards to survey 40,000 respondents.

An increasing number of tools allow consumers to search and compare thousands of flights and hotels in an instant. For example, Deloitte's research shows 59 per cent of holidaymakers compare prices online. It also found a third of holidaymakers used two or more devices when researching their most recent holiday, but only 17 per cent of vacationers researching on their smartphone also used the device to book.



Using multiple platforms negatively impacts sales conversion rates

This shows travel businesses must adapt to fragmentation of the digital channel.

Tracking consumer activity across devices and apps continues to be a challenge for businesses. A consumer that abandons an online basket in their tablet app and then books using their laptop can appear as two separate consumers and this has a negative impact on sales conversion rates. Details: <http://lei.sr?a=P3g8P>



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Family-run day spa opens for business in West Sussex

A family-run day spa and fitness centre has recently opened in the centre of seaside town Worthing in West Sussex.

There are five treatment rooms in the spa, featuring contemporary décor. Also included is a salon with three nail bars and two pedicure stations, as well as a hairdressing zone. Beyond the treatment rooms, there is a spa relaxation room with access to a sauna and hydrotherapy whirlpool. Outside the relaxation room is a seating area for guests to enjoy complimentary herbal tea. Spa products are supplied by Caci, Dermalogica, OPI, Eyelash Emporium, Mii Makeup, XenTan and L'Oréal. *Details: <http://lei.sr?a=g7F2h>*



Wahanda founder and CEO Lopo Champalimaud

Wahanda secures £30.2m investment to foster growth

Wahanda has secured a further £30.2m from existing investor Recruit Holdings – making Recruit the sole investor to hold a majority stake in the company.

Wahanda's management team will continue to own a significant stake in the business – which has seen 300 per cent year-on-year growth – however the extra funding from Recruit will be used to further accelerate Wahanda's position as Europe's largest hair and beauty marketplace.

The company expects to be in eight countries by the end of June this year, with further expansion plans in the months ahead. The investment will also be used to support a major recruitment drive to build up its 210-strong workforce, as well as funding further product developments and ramping up customer acquisition and retention strategies in the UK and Europe.

Lopo Champalimaud, CEO and founder of Wahanda, said: "Recruit originally invested in July 2014 and has been a very active investor. We are extremely excited to continue growing the business with them. *Details: <http://lei.sr?a=U4H9a>*

Ilsington Hotel reinvigorates spa

The Ilsington Country House Dartmoor Hotel in Devon has refurbished and expanded its existing spa facility with the help of local interior design consultancy Ashton House Design.

Director of Ashton House, Simon Bantock, spoke exclusively to *Leisure Opportunities* about the spa's project brief.

"We were tasked with refurbishing the spa facility on-site at the 25-bedroom property, which was a couple of decades old," said Bantock.

"While the hotel's in a great location, the spa was quite compact and also wasn't connected to the hotel – something that affected the spa journey significantly. The spa has been linked to the hotel now and features two treatment rooms that will be reinvented."

The development, which started in September 2014, has seen the installation of a new pool hall, hydrotherapy pool, experience showers, deluge bucket station, sauna, steamroom and an electronic massage bed.

"The hotel's co-owner, Tim Hassell, came with me to Barcelona to source the wet zone



The extensive development started in September 2014

area from Inbeca Wellness Equipment," added Bantock. "Tim couldn't resist the free-standing electric massage bed that provides a treatment in itself and will allow the hotel spa to offer at least four or five different treatment opportunities simultaneously."

"There's a function room by the linking corridor that will become a multiple treatment room with curtains for groups that want a social spa experience. The maximum capacity for this space will be six people and work has yet to begin." *Details: <http://lei.sr?a=H6G3f>*

Schletterer announces large restructure

Spa veteran Heinz Schletterer has teamed with investment professional Chris Keen to launch the Medical Spa & Wellness Group, which will centre around three core divisions and their associated brands. Under the new group holding, Keen will be CEO, with 60 per cent ownership, and Schletterer will act as chair, owning 40 per cent.

Schletterer Spa Concept & Planning, along with spa equipment business Inviion, will be joined by a third division – IQCure – which will focus on the trend of illness prevention and general vitality.

Schletterer and Keen have worked together on numerous projects within the spa sector over the past two years, with a particular focus on medical spa concepts, said Schletterer.

"We both wish to create an advantage for our clients by offering an extensive service package ranging from concept and technical planning through to the installation of innovative wellness equipment, with a strong focus



In the new group holding, Heinz Schletterer (pictured) will be chair

on the medical wellness trend," said Schletterer. The team has coined the phrase "Healthness" to reflect this element of health orientation, and will house this under the IQCure division.

The group has its own manufacturing plant in Croatia, and has overseen 2,000 projects on four continents, including recent innovations such as the mystic dome, mineral steam bath, four senses lounge, holistic cocooning and healing liquid pools. *Details: <http://lei.sr?a=J7Q6C>*



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HOTELS

Aberdeen backs hotel, spa and riding plans

Aberdeen City councillors have voted in favour of the plans for a 200-bedroom hotel, spa, swimming pool, events and conference facility, restaurants and equestrian centre, to be built on two areas of Scottish land which are zoned as 'green belt'.

Approval of the project will be subject to referral to Scottish ministers as the proposal was deemed a major application that is contrary to the council's adopted Local Development Plan.

An economic analysis, submitted on behalf of applicant Alan Massie from Carlton Rock, suggested the country club plans could generate millions of pounds in visitor spending annually, provide 250 full-time jobs in the hotel and up to 400 staff positions during a two-year construction phase.

"The five-star hotel will complement the existing recreational uses within Hazlehead Park and will bring real economic and social benefits to the city by providing a riding centre, swimming pool, spa, restaurant and



The equestrian centre will be built near Hayfield Riding Centre

conference facilities," said planning development management convener councillor Ramsay Milne. "Although the site is in the green belt, the development is screened by surrounding woodland and there would be little impact on the character of the green belt."

Planning permission, which is subject to a number of conditions, will be withheld pending an agreement on developer contributions centre are open to the public as well as guests. Details: <http://lei.sr?a=H9p6S>

Airbnb unveils floating Thames pad

A pair of architecture graduates have teamed up with Airbnb to create one of the more pleasant objects likely to be found floating on London's River Thames – a buoyant guest house.

Twins Nick and Steve Tidball – who graduated from London's Bartlett School of Architecture and now work as creative directors in advertising – have paired up with the accommodation giant to create a city crash pad that has been described as "Primrose Hill meets Pixar."

The Floating House – carrying the address 'Number 1, The Thames' – offers bespoke living quarters including two bedrooms, a bathroom and a living room, as well as a garden complete with dog kennel.

"For the Floating House, we were inspired to create a fairy tale structure in the middle of London – something that would allow people to see the city from a different angle," said the twins. "It was crucial to us that this was a real house, not just a stage set. That's why it had to provide more than just bedrooms



The Floating House offers a unique tour of London landmarks

and a bathroom. Visitors will get to enjoy a hand-picked book collection, a dog kennel, and their very own private garden – the kind of things that make a house a home."

The pop-up house is floating up and down the Thames for five nights from 18-23 May. A competition on the Airbnb website is offering users the chance for users to win a free night's stay on the vessel, complete with free massages and a dinner cooked by Michelin-starred chef Robert Ortiz. Details: <http://lei.sr?a=A7R3F>



Krasnodar Stadium, Russia

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PROPERTY

Cultural hub to light up Olympic Park

LDA Design has been selected to masterplan a university campus at London's Olympic Park, featuring a museum, collections libraries and performance spaces.

A team led by the practice, which also includes Nicholas Hare Architects, will develop the 125,000sq m campus for University College London (UCL), called UCL East. It will be located south of the ArcelorMittal Orbit and the Zaha Hadid-designed London Aquatics Centre at the Queen Elizabeth Olympic Park – home of the 2012 Olympic Games.

The UCL campus is part of the wider Olympicopolis development, which will also include projects involving the Victoria & Albert Museum, the University of the Arts and Sadler's Wells. Talks are also ongoing with the Smithsonian about creating a presence at the site. The first phase of the UCL East project aims to create a collection of innovative knowledge centres, bringing together



The UCL campus is part of the wider Olympicopolis development

cross-disciplinary expertise, and is scheduled to be complete by the 2018/19 academic year.

It will be a 50,000sq m development featuring the UCL Museum of the Future, where immersive exhibition galleries will be created. A school of design, a centre for experimental engineering, collections libraries, plus studio and performance spaces will also feature.

Boris Johnson said UCL East would be a "glittering jewel" in the Queen Elizabeth Olympic Park. Details: <http://lei.sr?a=j3A4U>

Farrells masterplans Paramount Resort

Architecture firm Farrells – led by Sir Terry Farrell – are behind the masterplan for the London Paramount Resort, due for completion in 2020.

Speaking to *Leisure Opportunities*, a representative for London Resorts Company Holdings (LRCH), which is behind the £2bn theme park and resort development, confirmed that Farrells would be masterplanning the entire development. Meanwhile, Ray Hole Architects will act as core facilities architects for the project.

With Farrells providing earlier conceptual masterplanning, the firm was also commissioned to produce the full masterplan, which was predicated on the need to integrate a leisure core offering a range of supporting uses, including the proposed waterpark, events space, hotel and other infrastructure.

The masterplan aims to create a major entertainment resort with the added complexities of integrating a large development into an area of existing communities with their own identities, as well as integration with the planned Ebbsfleet International Station and Ebbsfleet



A computer graphic of Farrells' vision for the £2bn development

Garden City. In the next phase of development – ahead of planning permission being approved – between Q2 2015 and Q3 2016, LRCH will announce further design and contractor appointments in order to be ready for the scheduled groundbreaking in 2017.

"The initial masterplanning team has been appointed, although this will expand as we move through further concept and design phases," said the representative speaking to *Leisure Opportunities*. "This is all subject to planning permission being granted, with the decision expected in Q3 2015." Details: <http://lei.sr?a=W3y7x>

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Exciting opportunity in Lightwater Country Park

Surrey Heath Borough Council are keen to hear from interested parties with viable business initiatives which would suit a country park setting. A fantastic opportunity has arisen to launch a new service or activity, in the vacant building previously used as a visitor centre at the heart of Lightwater Country Park in Surrey.

This opportunity is open to all markets; however services which are able to embrace one or more of the following criteria will be looked upon favourably:

- Promote Lightwater Country Park as a destination
- Introduce new areas of activity within the park
- Maintain and build on the Parks existing service offer
- Connect to the local community
- Earn an income for the Council

Expression of Interest Process

Expressions of Interest will be invited from 20th April 2015 and applications must be received by 3pm on Friday 29th May 2015. Shortlisted applicants will then be invited to submit a full business plan.

Please email business.services@surreyheath.gov.uk with any enquiries and to access an Expression of Interest form.



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Females dominate fitness workforce

More than two thirds of the UK fitness sector's workforce is female, according to the *Working in Fitness Survey 2015*.

The research – which saw SkillsActive and the Exercise, Movement and Dance Partnership (EMDP) survey 35,000 members of the Register of Exercise Professionals (REPs) – found that 67 per cent of the workforce is female, with the industry's flexible hours highlighted as key to attracting more women.

"The fitness industry offers great benefits in terms of working flexible hours, which is probably why the sector attracts predominantly women," said Jade Moulden, insight lead at EMDP. "With 67 per cent of the fitness workforce consisting of women, it is an ideal career for those with families who can't afford to have a regimented nine to five schedule and want the freedom of working for themselves. It offers excellent career opportunities." The survey also revealed that the average full-time salary in



Women make up the majority of the industry's workforce

the sector is £22,700, with full-time working women earning 97 per cent of a full-time male salary. Though far from ideal, the industry's gender pay gap is far narrower than the overall UK average – which reflects a difference of 9.4 per cent between male and female full-time earnings across all sectors.

The research also highlighted that industry salaries typically fall somewhat below the full-time national average of £27,271. Details: <http://lei.sr?a=m7X2v>

Race for Life fitness classes unveiled

Cancer Research UK is seeking instructors for new female-only fitness classes to run in conjunction with charity running event Race for Life.

'Racercise' classes will be available all-year-round, providing fitness routines designed around the use of a resistance band to women of all ages and fitness levels.

A spokesperson for Cancer Research UK told *Leisure Opportunities* that it has developed Racercise with "a range of industry professionals" who consulted on the structure, content and training programme. To date, the charity has focused on establishing classes with aerobics instructors and trainers who have an existing relationship with Race for Life at a regional/local level. However, it is now seeking additional fitness instructors, networks and bodies across the health and fitness sector to support Racercise.

According to Cancer Research, instructors will have a "unique opportunity" to appeal to the millions of women in the UK



Racercise instructors will enjoy a "unique opportunity"

who have taken part in Race for Life and to promote their classes to current Race for Life participants. All Racercise instructors must be qualified fitness instructors or personal trainers, and are recommended to have a Level 3 Diploma in Personal Training, or an exercise to Music Instructor (ETM) Level 2 or above. Details: <http://lei.sr?a=Y2k2Z>

Why quality training and education is so vitally important



IAN TAYLOR
is chief executive
at SkillsActive

The EU Council for Education, Youth, Culture and Sports recently held a meeting, attended by Stuart Turner our group director of skills and qualifications, to discuss ways to improve economic growth and employment in the European Union and ensure that EU citizens have the necessary skills to succeed in the labour market.

According to the European Commission's annual growth survey, the EU's policy priorities for the next year include improving the assessment of the skills required to meet the needs of the labour market and improving vocational training and the quality of investment in education and training.

It is great to see that the EU Council are having serious conversations about ways to tackle the skills gap, which is an issue for all the EU member states. Providing high standards of education and training is something I feel very passionate about, especially given that 20 per cent of the EU working age population has low literacy and low numeracy skills, according to the OECD's recent *Survey of Adult Skills*.

I believe EU countries need to give special attention to this 20 per cent to give all citizens the opportunity to acquire key skills and competencies to widen their career options. Vocational training is an excellent gateway for helping young people of all capabilities and from all walks of life get a step on the career ladder but quality must be assured. As an employer-led business, SkillsActive endeavours to create the conditions for increased employer investment in skills which will drive enterprise, create jobs and lead to sustainable economic growth. We also ensure training standards in the leisure and wellbeing sector are maintained and only endorse training providers who follow best practice and constantly strive for self-improvement.

The recent meeting is hopefully a sign that the EU Council will start implementing well thought-out, long-term strategies to improve training systems across Europe.

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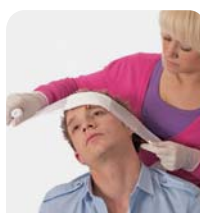
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GLL is a charitable social enterprise committed to making an active, healthy lifestyle accessible to all. As General Manager, you'll help us achieve this. This role has a focus on shaping a clear strategic framework to deliver our operational and financial targets – all whilst forging even stronger links with our business and community partners. It's a role that offers huge variety. So, as well as enjoying a hands-on management role, some of your time will be desk-based, as you ensure compliance and support the administration involved in opening and running a busy leisure centre.

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The closing date for receipt of applications is 9am on Monday, 8th June, with interviews planned for Thursday, 18th June 2015. If you would like to discuss the role further, please telephone Stuart Lockwood, Chief Executive, on 0161 621 3204.

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About the job

We require an experienced self-motivated and ambitious Sales Manager to take our small but successful sales team to the next level. You will be working directly with the Managing Director to define future strategy and be given the freedom to execute the strategy within cost budget constraints ensuring budgeted sales targets are achieved. Proven success in commercial fitness sales is required, as well as a proven track record of hitting targets.

Duties:

- Further develop the in-house sales process
- Manage and develop a team of sales people
- Manage existing house Key Accounts whilst developing more
- Develop the reseller business
- Report on overall sales progress at monthly executive committee meetings
- Project manage multi-site orders

Required Qualifications / Attributes:

- Degree Qualified or equivalent
- Excellent IT skills, especially Word, Excel and Power Point.
- Excellent presentation skills with the ability to engage customers at all levels.
- A firm understanding of the sales role and the ability to close a deal.

Please send CV's to hr@physicalcompany.co.uk

Previous applicants need not apply.



Part Time Club Promoter for énergie Fitness for Women

Multiple Clubs Nationwide

énergie Fitness for women – a unique fitness and weight loss club for ladies only – is part of the énergie Group, the fastest growing fitness club franchise business in the UK and the undisputed market leader in the area of fitness and wellness franchising.

We are currently recruiting for an exciting new role in each of the 13 clubs across the UK - Club Promoter. If you have strong people skills, a work ethic that is innovative, proactive, organised and are driven to achieving goals as well as being confident to network in the local residential and business community, then we need you! With your passion for fitness and customer service you will use your selling ability to match potential members' needs to the unique products and services the club offers. Through our unique 30 day results guaranteed programme, our team provide members with the advice they want, the support they need and the results they've always dreamed of!

What do you get in return?

We offer a competitive basic rate with commission opportunity and Performance Related Pay enhancements. We will also provide extensive product knowledge, constant support and ongoing sales training along with a fantastic work environment.

If you are excited by this role, please email a covering letter and your CV to charlotte@energiehq.com or telephone us at énergie Head Office on 0845 363 1020 and ask for Charlotte Blunsdon.



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



Customer Relations Manager

Company: Fusion Lifestyle
Location: London, England

Personal Trainer

Company: énergie group
Location: Various locations, UK

Duty Manager

Company: Everyone Active
Location: Warwickshire, UK

Head of Business Development

Company: Celtic Leisure
Location: Neath, UK

Assistant Manager

Company: Powerleague
Location: Nationwide, UK

Leisure Co-Ordinator

Company: Powerleague
Location: Various, UK

Activity Camp Leaders

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

Sales Manager

Company: Reboot Leisure
Location: Herts / Beds / Bucks & UAE

Sports Assistants

Company: Everyone Active
Location: Bedminster, Bristol, UK

Health Maintenance Coordinator

Company: New Forest District Council
Location: Lyndhurst, UK

Assistant General Manager

Company: The Gym Group
Location: London Vauxhall, UK

Sports Programmes Manager

Company: The Robert Gordon Uni
Location: Aberdeen, UK

Swimming Teacher

Company: Everyone Active
Location: Nuneaton, UK

Swimming Teachers

Company: Everyone Active
Location: Bristol, UK

Recreation Assistant (Lifeguard)

Company: GLL
Location: Various locations, UK

Administration Manager

Company: Leigh Sports Village
Location: Leigh, UK

Membership Sales Advisor

Company: énergie group
Location: Wembley, UK

Facility Manager

Company: Brio Leisure
Location: Northwich Memorial Court, UK

Finance Director

Company: Leigh Sports Village
Location: Leigh, UK

Customer Relations Manager

Company: Leigh Sports Village
Location: Leigh, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Community Sport Director

Company: Sport Wales
Location: Sophia Gardens, Cardiff, UK

Aquazone Co-ordinator

Company: Parkwood Leisure
Location: Cardiff, UK

Regional Officer (Midlands)

Company: Sporting Equals
Location: Midlands, UK

Duty Manager

Company: Everyone Active
Location: Gloucestershire, UK

Aqua Instructor

Company: Everyone Active
Location: Middlesex, UK

Fitness Instructor

Company: énergie group
Location: Various locations, UK

Customer Services Manager

Company: Liverpool City Council
Location: Liverpool, UK

Southern Regional Manager

Company: YMCAfit
Location: London / South East, UK

Contracts Manager

Company: Barnsley Premier Leisure
Location: Barnsley, UK

Membership Manager

Company: Everyone Active
Location: Wallington, Sutton, UK

General Manager

Company: Powerleague
Location: Croydon, UK

Facilities Manager

Company: Aspire Leisure Centre
Location: Middlesex, UK

Aerobics Instructor

Company: Parkwood Leisure
Location: Torbay, UK

Team Leader

Company: Everyone Active
Location: Poole, UK

Membership Consultant

Company: Everyone Active
Location: Sunderland, UK

Fitness Instructor

Company: Sharnbrook Upper School
Location: North Bedfordshire

Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Operations Manager

Company: Legacy Leisure
Location: M4/M40 Corridor, UK

Lifeguard

Company: Sandy Balls
Location: New Forest, UK

Operations Manager

Company: Impington Village College
Location: Cambridge, UK

Operations Manager

Company: Sevenoaks School
Location: Sevenoaks, UK

Director of Hockey

Company: Bede's School
Location: East Sussex, UK

Membership Sales Advisor

Company: Énergie Group
Location: Forest Hill, UK

Training Manager

Company: Parkwood Holdings
Location: Worcester, UK

Membership Consultant

Company: Everyone Active
Location: Stowmarket, UK

Marketing Executive

Company: Move GB
Location: Bath, UK

Sports Coach

Company: Everyone Active
Location: Studley Leisure Centre, UK

Swimming Instructors

Company: Parkwood Leisure
Location: Rushcliffe, UK

Management team

Company: Fusion Lifestyle
Location: London, England

Trainee Duty Manager

Company: Parkwood Leisure
Location: Chelsmley Wood, UK

Fitness Service Manager

Company: Freedom Fitness
Location: Maidstone, UK

Fitness and Sales Manager

Company: Legacy Leisure
Location: Newbury, UK

Group Fitness Instructor

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Customer Advisor

Company: Parkwood Leisure
Location: Bristol, UK

General Manager

Company: Team Sport Karting
Location: Farnborough, Hampshire, UK

General Manager

Company: Team Sport Karting
Location: London Docklands, UK

Sports Development Officer

Company: Tower Hamlets
Location: London, UK

Swimming Teachers

Company: Everyone Active
Location: Acton, UK

Director of Operations

Company: Edinburgh Leisure
Location: Edinburgh, UK

Recreation Assistants

Company: University of Leeds
Location: Leeds, UK

Community Sports Manager

Company: GLL
Location: Tower Hamlets/ London, UK

Membership Sales Advisor

Company: énergie group
Location: Warrington, UK

Sports Development Manager

Company: Legacy Leisure
Location: Exeter, UK

Club Promoter

Company: énergie group
Location: Dudley, UK

Club Promoter

Company: énergie group
Location: Watford, UK

Leisure Officer

Company: Tower Hamlets
Location: London, UK

Receptionist

Company: Legacy Leisure
Location: Maidenhead, UK

Recreation Assistants

Company: Sylvestrian Leisure Centre
Location: London, UK

Swim Teacher

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

Membership Sales Advisor

Company: énergie group
Location: Preston, UK

Club Manager

Company: énergie group
Location: Loughborough, UK

Team Leaders

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Fitness Motivator

Company: Everyone Active
Location: Cirencester, UK

Group Exercise Instructor

Company: Everyone Active
Location: Cirencester, UK

Director of Operations

Company: Heriot Watt University
Location: Edinburgh, UK

Leisure Attendants

Company: Castle Point Borough Council
Location: Essex, UK

Performance Sport Manager

Company: Manchester Metropolitan Uni
Location: Manchester, UK

Membership Sales Advisor

Company: énergie group
Location: Caspian Wharf, Bow, UK

Club Promoter (Part time)

Company: Energie
Location: St Albans, UK

General Manager (maternity cover)

Company: Fusion Lifestyle
Location: Leicestershire, England

Play Leader

Company: Legacy Leisure
Location: Southend, UK

Duty Officer

Company: Ribble Valley BC
Location: Lancashire, UK

Fitness Instructor Grade 2

Company: Moseley School
Location: Birmingham, UK

Duty Manager

Company: Parkwood Leisure
Location: Thetford, UK

Marketing Manager

Company: Parkwood Leisure
Location: Worcester, UK

Fixed Term Fitness Instructor

Company: Parkwood Leisure
Location: Thetford, UK

Youth Sports Dev Officer

Company: Epic CIC
Location: London, UK

Recreation Assistant

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

Maintenance Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Aqua Instructor

Company: Everyone Active
Location: Nuneaton, UK

Maintenance Manager

Company: Parkwood Leisure
Location: Thetford, UK

Lifeguard Trainer Assessor

Company: Everyone Active
Location: Stratford-upon-Avon, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: Various locations, England

Camp Leader

Company: Parkwood Leisure
Location: North Devon, UK

1Life Contract Manager

Company: 1Life
Location: St Albans, UK

Camp Assistants

Company: Parkwood Leisure
Location: North Devon, UK

Club / General Manager

Company: energie group
Location: Tunstall, Stoke on Trent, UK

General Manager

Company: The Gym Group
Location: Reading West, UK

Duty Manager

Company: Legacy Leisure
Location: Reading, UK

Duty Manager

Company: St Albans School
Location: St Albans, UK

Facility Manager

Company: Oldham Community Leisure
Location: Oldham, UK

Sports Centre & Lettings Manager

Company: Roundwood Park School
Location: Hertfordshire, UK

Membership Consultant

Company: Everyone Active
Location: Staines, UK

Front of House Apprentices

Company: Everyone Active
Location: Fareham, UK

Sales Manager

Company: Physical Company Ltd
Location: High Wycombe + travel, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

MoveGB Customer Motivator

Company: Move GB
Location: Bath, UK

Regional Activity Scout

Company: Move GB
Location: Various, UK

Sales/Club Manager

Company: Anytime fitness
Location: Central London, UK

Fitness Apprenticeship

Company: Energie Group
Location: Harlow, Essex, UK

General Manager

Company: energie group
Location: Warrington, UK

General Manager

Company: GLL
Location: Cumbria, UK

Ice and Bowl Duty Manager

Company: Freedom Leisure Ltd
Location: Guildford, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Catering Assistant

Company: Legacy Leisure
Location: Windsor, UK

Sports Centre Operative

Company: Leeds Beckett University
Location: Leeds, UK

Deputy Chief Executive Officer

Company: Burnley FC in the Community
Location: Burnley, UK

Casual Fitness Motivator

Company: Everyone Active
Location: Basildon, UK

Membership Sales Consultant

Company: energie group
Location: Stevenage, UK

Leisure Attendant

Company: Everyone Active
Location: Epping, UK

Fitness Instructor

Company: Legacy Leisure
Location: Newbury, UK

Deputy Manager

Company: NRG Gym Limited
Location: Watford, UK

Sales Executive

Company: All Swim
Location: Cardiff

Performance Squad coach

Company: Everyone Active
Location: Basildon, UK

Sports/Upper School Assistant

Company: The Hawthorns School
Location: Bletchingley, Surrey, UK

Business Development Manager

Company: HaB International Ltd
Location: Nationwide, UK

Key Account Manager

Company: HaB International Ltd
Location: Nationwide, UK

Lifetime PTA Global Maxima

Company: Lifetime
Location: Nationwide, UK

General Manager

Company: The Gym Group
Location: Reading West

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Various locations, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Various locations, UK

First Aid Instructor Training

Company: Nuco Training
Location: Nationwide, UK

Spa Therapist

Company: GLL
Location: Wimbledon, UK

Assistant Spa Manager

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Spa Therapist

Company: Woolley Grange
Location: Bath, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Various locations, UK

Spa Therapist

Company: Neilson Active Holidays
Location: Greece and Turkey

Spa Treatments Manager

Company: One Spa
Location: Edinburgh, UK

Visitor Experience Manager

Company: National Trust
Location: Hereford, Herefordshire, UK

Hotel Excellence Manager

Company: LEGOLAND California
Location: California-Carlsbad, US

Operations Manager-SLCH

Company: Sea Life
Location: North Carolina, US

Hotel Resident Manager

Company: Gardaland Resort
Location: Castelnovo del Garda , Italy

Guest Experience Manager

Company: Madame Tussauds
Location: New York, US

Director of Operations

Company: Merlin Entertainments Group
Location: New York, US

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Whittingdale named culture secretary

John Whittingdale, the former chair of the House of Commons culture committee, has been named as the new secretary of state for culture, media and sport.

Whittingdale replaces Sajid Javid, who has been made business secretary, as predicted by *Leisure Opportunities* after the General Election.

The news was announced via Prime Minister David Cameron's official Twitter feed as the Conservative Party leader announced his first cabinet line-up since

winning a surprise Commons majority in the May 7 General Election. In a simple Tweet, the Prime Minister wrote: "I have appointed John Whittingdale as the Secretary of State for Culture, Media and Sport."

Whittingdale was chair of the House of Commons culture committee for nearly 10 years until the appointment. He has also previously served as shadow secretary of state for culture, media and sport.

The appointment was warmly welcomed by VisitBritain chief executive Sally Balcombe, who was also enthused by Tracey Crouch



John Whittingdale has been a Member of Parliament since 1992

being named sports minister (see page 2). "I'm delighted at the appointment of John Whittingdale as secretary of state and Tracey Crouch as minister with responsibility for sport and tourism," said Balcombe. "We look forward to working with them both to deliver economic growth and jobs across Britain. International tourism is the UK's seventh largest export industry by value. It is a global sector in which Britain continues to compete on the world stage, so increasing the value of tourism can play a vital role in any long-term economic plan."

Details: <http://lei.sr?a=n9S3V>

Student pavilions set for Burning Man

Three architecture students have been selected to build pavilions at this year's Burning Man festival, having received art grants.

Supported by Ramboll and Format Engineers, the trio's installations are set to be constructed at the annual arts festival being held at the Black Rock Desert in Nevada, US, between 30 August and 7 September. Designs adhere to the theme 'Carnival of Mirrors'.

The students are part of London's University of Westminster WeWantToLearn.net post-graduate design studio known for its study of parametric systems, based on algorithms.

Tobias Power's 'The Infinity Tree' is the result of a study into the "twists and turns of all things helical in the natural world" and is formed of a series of spiralling, helical transitions connected with the aid of complex algorithms – reflecting the intricacies of natural design.

The pavilion will be made from latticed timber and offers foot and hand holds, so that



The Infinity Tree pavilion reflects natural design

visitors can climb to the top. WeWantToLearn.net has constructed three structures for the festival in the past two years and has launched a Kickstarter campaign to raise funds to bring the latest designs to fruition.

Details: <http://lei.sr?a=E5x5B>

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