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No firm plans for Gym Group listing, says COO

The Gym Group's chief operating officer Jim Graham has poured cold water on press reports of an imminent £300m listing on the London stock market, insisting that no decision has been taken by the company's board.

Several reports have surfaced suggesting the chain is poised to go public, citing conversations with city insiders, however Graham told *Leisure Opportunities* the speculation is premature and that the chain has "no firm plans in place."

Founded in 2007 by John Treharne with backing from private equity group Bridges Ventures, The Gym Group attracted fresh investment in 2013 when Phoenix Equity Partners bought a majority stake in the business.

"We're a private equity-backed business, so obviously (floating) is something we



Graham said speculation was 'part and parcel' of being a growing business

constantly look at and have conversations about, but it's extremely early to suggest that a listing is imminent," said Graham, who was operating partner at Phoenix Equity Partners before joining The Gym Group. "Going public would be a decision for the

board based on what's best for the business and its investors, but that isn't a decision that's been taken. Also, no decision's been made on how our private equity investors will one day exit the business, and going public is just one of a number of ways that could happen."

Graham said speculation regarding the company's direction was "part and parcel" of being a growing business. The low cost gym chain was recently named in the top 50 UK private companies with the fastest-growing sales and

aims to reach 80 sites by the end of 2015.

The rumblings of a stock market listing for The Gym Group come after it scrapped a planned merger with Pure Gym last year amid Competition and Markets Authority scrutiny. Details: http://lei.sr?a=8b2k3_O

Bamford launches spa at Fortnum & Mason

Bamford has opened a three treatment-room Haybarn spa inside London's world famous department store Fortnum & Mason.

Located on the newly-renovated second floor of the store, the 592sq ft spa will use Bamford's bath & body line, as well as a new skincare line launching this autumn. The new Bamford spa offers a range of holistic treatments, including the Bamford signature treatment, body exfoliation, manual lymphatic drainage, and a new Bamford facial treatment. Details: http://lei.sr?a=n3j5c_O

Alton Towers to open fourth hotel

After costing parent company Merlin Entertainments around £50m in profits following the Smiler accident, Alton Towers has revealed multi-million pound plans for a fourth hotel as the park aims to become the UK's leading short break destination.

The four-storey hotel will be built next to the existing Alton Towers Hotel and Spa and will be themed with 74 'colonial-style' family rooms, a restaurant capable of seating 200 people and a café.

Most recently, the park launched its Enchanted Village accommodation, which is made up of 120 fairytale lodges and five luxury tree houses, offering an alternate



It joins the existing Alton Towers Hotel and Spa

style of accommodation to Alton Towers' existing hotels. The park also offers the adjacent Alton Towers Hotel and the Splash Landings hotel and waterpark. Details: http://lei.sr?a=d6a3n_O

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Crouch in funding strategy overhaul

A public consultation has been launched to mark the start of a new strategy for sport in the UK – the first step in radically overhauling the way sport is funded.

Launching the consultation, the government warned that public funding is a “privilege not a right” and has intimated it wants to see a better return on investment for grants made to organisations.

Sports minister Tracey Crouch said that at the heart of the need for a new strategy was the failure to increase the number of people playing sport since the London 2012 Olympic Games.

Figures from Sport England’s *Active People Survey* show that nearly 250,000 people have stopped taking part in regular activity over the past six months.

The government hasn’t ruled out the possibility of money potentially being diverted away from national governing bodies (NGBs) and onto other organisations – such as StreetGames, Parkrun and Sported – which might be able to deliver better results.



Tracey Crouch has said she will “rip up” the existing strategy

Crouch said: “I want to make sure that the sports sector gives everybody – no matter who they are and what their ability – the chance to take part. “Public funding is a privilege not a right and has to go to the organisations that can make a real difference.”

Since her appointment in May, Crouch has made it clear that a new strategy is at the heart of the government’s plans for sport. She has previously said the current strategy is not delivering and is not fit for purpose.

Details: http://lei.sr?a=V5C3n_O

Taxpayer bill for West Ham stadium move

The British taxpayer will be footing a large chunk of the bill for West Ham United’s tenancy at the £700m Olympic Stadium in London starting next year, with the public authority that owns the stadium revealing details of the rental agreement.

Following a Freedom of Information request from the BBC, the London Legacy Development Corporation (LLDC) – the public authority that owns the stadium – revealed that the Premier

League club will get their new home almost rent free, with a large number of facilities and services paid for by the grantor – meaning the taxpayer rather than West Ham.

Included under facilities and services are cost of stadium utilities, security, pitch maintenance and more. In addition, costs of overheads not included, such as stewarding and policing on match days, could also be paid by the LLDC, a figure which costs most Premier League clubs hundreds of thousands of pounds.



West Ham is expected to pay around £2.5m a year in rent at the stadium

West Ham is understood to be paying around £2.5m a year in rent, with the services covered amounting to a similar figure.

“Our agreement with the LLDC will see West Ham make a substantial capital contribution towards the conversion works of a stadium on top of a multi-million pound annual usage fee, a share of food and catering sales, plus provide extra value to the naming rights agreement,” said a West Ham statement.

Details: http://lei.sr?a=M6U7F_O

Snowsport event for Olympic Park

London's Queen Elizabeth Olympic Park will host the UK's largest-ever snowsport and music festival in November of this year.

Freeze Big Air will see more than 60 of the world's best snowboarders and skiers compete in a number of disciplines – including taking on a huge real snow jump created out of 360 tonnes of snow.

Olympic bronze medalist Jenny Jones has been confirmed as an ambassador for the festival, which takes place on 14 November and is part of UK Sport's National Lottery-funded major events programme.

As snowboard big air is likely to become an official Olympic event at the 2018 Winter Olympics, the London Freeze Big Air will be seen as one of the most important qualifiers on the calendar in the lead up to the 2018 Games held in South Korea.

This means that the event in London is likely to attract the best riders in the world to battle



Olympic medallist Jenny Jones will compete at the event and promote it

for crucial qualification points. Freeze Big Air is being organised by event firm Vision Nine, in partnership with the Mayor of London, UK Sport and British Ski & Snowboard.

Simon Morton, director of major events at UK Sport, said the show is a "massive boost for winter sport in Great Britain; showcasing some of the world's most exciting winter sport athletes." *Details: http://lei.sr?a=X6Zzs_O*

Bath Rugby stadium plans receive boost

Plans to build a new rugby stadium on the historic Recreation Ground site in Bath, Somerset, are back on track following the overturning of a court order which would have limited the size of the development.

The Recreation Ground Trust (RGT) – which owns the land – was successful in its appeal to the Upper Tribunal against a previous decision which prevented it from being able to lease a larger footprint of "the Rec" to Bath Rugby.

In a statement, RGT said that the decision will mean that the stadium plans can now progress forward towards the next step.

"The trustees would like to thank the tribunal for the clarity of their judgement on this complex issue and for the guidance offered on the next steps required," the statement said. "The appeal addressed a specific point of law around the status of the Recreation Ground and the judgement has clarified that in essence the land is to be used as a recreation ground for the public and can



The Recreation Ground stadium has a maximum capacity of 14,000

be managed by the trustees in a manner that will further this charitable objective."

RGT is looking to lease more land to Bath Rugby than it currently occupies, paving the way for a larger 16,500 capacity stadium.

The Recreation Ground stadium currently has a maximum capacity of 14,000. Bath Rugby's average home attendance was 13,171 in 2014-15. A spokesperson for Bath Rugby said that the stadium project remains at the heart of the club's future plans.

Details: http://lei.sr?a=A7S8u_O



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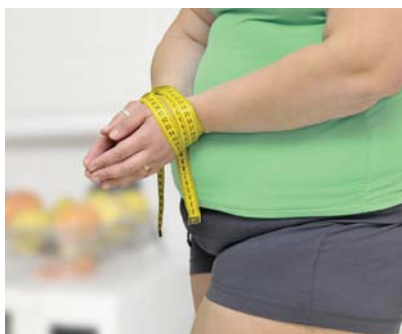
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Inactivity can cause 'rapid loss' of muscle mass

Just two weeks of not using their legs causes young people to lose a third of their muscular strength, placing them on par with someone 40-50 years their senior, according to new research.

The University of Copenhagen study has shed fresh light on the dangers of not exercising. The findings conclude that a fortnight of inactivity also causes 'rapid loss of muscle mass'. The study – which sought to explore the impact of high inactivity caused by being injured or ill by immobilising a participant's leg in a pad – also demonstrates the dangers of simply spending excessive amounts of time on the couch. Details: http://lei.sr?a=j6t4W_O



At-risk patients are being denied vital services

NHS 'rationing' blocking access to exercise referrals

Some obese and inactive NHS patients are unable to access public health initiatives designed to improve their wellbeing because budget cuts are causing these services to be rationed, according to the Royal Society for Public Health (RSPH).

The RSPH survey of public health workers revealed cuts are having a direct impact on frontline services seen as key to combatting Britain's inactivity crisis such as weight management and exercise referral schemes.

"This snapshot suggests that funding cuts are beginning to bite and are having a direct impact on frontline services," said Shirley Cramer, chief executive of RSPH. "A strategy which undermines prevention defies logic and is only storing up problems for the future, which will be amplified in terms of cost and impact to our nation's health."

The physical activity sector has led the way in offering its exercise and weight management skills to facilitate GP referrals, however experts have identified a need to work more closely with frontline healthcare professionals to boost the effectiveness of referrals. Details: http://lei.sr?a=b8Zz2_O

Total Fitness eyes acquisitions

Resurgent health club chain Total Fitness is bidding to drive growth through "opportunistic" acquisitions as the company continues its turnaround strategy.

Having hit hard times at the start of the decade, the business is currently 60 per cent of the way through an estimated £18.5m refurbishment of its estate (17 clubs and counting), which has so far seen membership increase from 76,000 to 90,000.

Privately equity firm NorthEdge Capital recently backed a management buyout of Total Fitness with an investment of £11.5m and NorthEdge partner Ray Stenton has told *Leisure Opportunities* that the chain is looking to drive growth through a number of channels.

"The business has grown well with limited investment and there's a real opportunity to build on that. There'll be opportunistic new site openings based on acquisition – we're looking at two or three possibilities at the moment," said Stenton, who is also a non-executive director of Total Fitness.



Total Fitness non-exec director Ray Stenton is gearing up for growth

"New builds aren't on the immediate radar, although we might consider it were the right site to come up. But there are a number of former Total Fitness sites that were sold during the restructuring of the business, and they're the most obvious things to look at if we can get them to work; the Wrexham reopening (in April 2015) was the first of those."

Stenton said the business is also looking at potential boutique offerings in the north. Details: http://lei.sr?a=A7E4X_O

Should selfies be banned in gyms?

Almost 40 per cent of health club users think that selfies should be banned in gyms, according to new research which reopens the debate surrounding photos and fitness.

The latest research from Les Mills found that while one quarter of gym users take in-club selfies, 39 per cent would them banned.

Fitness selfies – sometimes referred to as 'fitspiration' – have become a significant fixture on the social media landscape, accounting for a sizeable chunk of the 17 million selfies uploaded to social media websites each week.

Despite their popularity among sought-after youth demographics – and the fact that selfies often amount to free marketing for businesses – selfies and gyms have not always enjoyed a picture-perfect relationship. Selfies were revealed to be gym goers' biggest pet peeve in a recent survey, which found 76 per cent of gym users cited selfies as the thing that most annoyed them during a workout.

But despite these setbacks, selfies continue to go from strength to strength on social media



One solution could be to create selfie-free zones in gyms

– particularly among young gym users – and many believe they should be embraced by gyms.

"We can't escape selfie culture and who wants to; they're a great way to share experiences with friends and family," said Les Mills UK CEO Martin Franklin. "However, there's a time and a place for them. Gym goers need to put in the hard graft and earn their bragging rights to be able to post their selfie with pride." Details: http://lei.sr?a=A2q7d_O

Burrows bringing yoga to masses

Former First Sports Group chair and Nuffield Health Consumer Fitness MD Nick Burrows is trialling a new yoga concept, which he hopes will 'demystify' the discipline and help yoga appeal to the mass market.

Burrows, who has co-founded Wellbeing Yoga, is aiming to scale up the concept to a minimum of five studios across Essex and the home counties by 2017, having enjoyed initial success with the company's first studio in Brentwood.

Housed in the studio space of a local fitness club, Wellbeing Yoga Brentwood offers a wide range of inclusive yoga classes and is run by MD Jessica Livingstone. A passionate yoga instructor with marketing savvy honed from her previous career in PR, Livingstone is an equal partner in Wellbeing Yoga, which she co-founded with Burrows late last year.

Pointing to the UK market's tendency to adopt trends from the US, Livingstone and Burrows view the UK yoga market – estimated to be worth £760m annually – as having latent growth potential. Aiming to dispel some of the jargon and mystique which the pair feel have been a barrier to



Burrows thinks the concept removes traditional barriers to yoga

widespread yoga participation, Wellbeing Yoga hopes to bring yoga to the masses by offering a simple and engaging service.

"The key thing is recognising the things that create apprehension in customers, anticipating them and trying to provide an approach that makes it more inviting for customers to engage with what we're offering," said Burrows, who is harnessing his 25 years' of leisure industry experience to provide strategic insights as non-executive chair.

Details: http://lei.sr?a=gs7F_O

Swimming sites slip for third straight year

More than twice as many swimming pools have closed in Britain in the last 12 months as have opened, according to the 2015 State of the UK Swimming Industry Report.

The new report – which brings more bad news for the struggling swimming sector – reveals that the number of swimming sites in the UK fell 0.7 per cent over the twelve-month period to the end of March 2015, representing a third straight year of decline.

The report found that there are now 3,265 swimming sites in the UK, down from 3,287 last year, with private sites closing at a faster rate than public facilities. It was also highlighted that public pay and play fees have increased by 3 per cent over the last 12 months, adding another hurdle to participation.

Despite being the most popular participation sport in England – with more than 2.5 million adults taking part in 30 minutes of moderate intensity swimming at least once a week – swimming has lately been on the decline. The most



There are 3,265 swimming sites in the UK, down from 3,287 last year

recent Sport England figures showed 144,200 fewer people taking to the pool in the last six months and 390,700 fewer in the last year. The long term trend is also concerning, with 729,000 people stopping swimming in the last decade.

Despite the falling figures, the 2015 State of the UK Swimming Industry Report concludes that 84 per cent of the UK population lives within two miles of a public or privately owned swimming pool with some public access.

Details: http://lei.sr?a=b3C6n_O



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ATTRACTIONS

Hadron Collider embarks on UK tour for exhibition

A life-size mock up of the Large Hadron Collider in Geneva is on display this month as part of an interactive exhibition at Edinburgh's Dynamic Earth.

Having started on 31 July, the particle accelerator will be on display at the attraction until 24 August, continuing on its national roadshow celebrating the UK's involvement in the groundbreaking discoveries made by the Hadron Collider.

Created by the Science and Technology Facilities Council (STFC), the replica Collider will feature a 6m (19.7ft) long x 2.8m (9.2ft) wide 'walkthrough' section and new interactive exhibits. Details: http://lei.sr?a=s2J6Z_O



WTI has also worked on the UAE's Yas Waterworld

£36.7m waterpark project pushes ahead in Coventry

Coventry City Council has revealed plans for a £36.7m indoor waterpark in its city centre, with designs for the grand development by Faulkner Browns Architects and Water Technology Inc (WTI).

The UK development will include a mix of race slides, flumes, wave pools, rapids and wet play equipment. Newcastle-based Faulkner Browns are also developing the wider leisure centre, which will include a 25m (82ft) swimming pool, a gym, climbing wall, squash courts, health suites, dance studio and a spa.

The new facility will replace Coventry's existing Grade II-listed 1966 central swimming pool, which will close once the new structure opens in 2019. Work on the designs is already underway, with contributions also coming from Appleyard and Trew, who are acting as surveyors and project managers; Desco, who are offering mechanical and engineering services; and Engenuiti, who are handling structural engineering.

The council has forecast 1.3 million people will visit the new centre on an annual basis. Details: http://lei.sr?a=w5B7C_O

Rock'n'rollercoasters at Thorpe Park

Combining the thrills and spills of the resort's rides with the buzz of live music, Thorpe Park is hoping to crank up the volume on its gate receipts this summer through new music event Island Beats.

The event features ticketed headline acts on Fridays and Saturdays, as well as free live music from emerging artists. Tickets are £25 to see a headline concert or just an extra £10 on a standard ticket allows guests to have the winning combination of both rollercoasters and live music.

Acts that have performed so far have included The Vamps, who were a sell-out success, and Ella Eyre, who drew in crowds despite a deluge of rain. There have also been performances from Professor Green and DJ Fresh, while solo star Conor Maynard is due to perform on 21 August. Since becoming partners with events company Showcase Live in 2014, Thorpe Park has hosted other music shows prior to Island Beats, but on a smaller scale.



Sell-out acts to have performed so far have included The Vamps

With such well-known and youth-orientated acts performing throughout the summer holidays this year, Island Beats is proving an interesting way to reach new audiences and drive business at the theme park.

Thorpe Park has also teamed up with hair salon chain Headmasters for Island Beats, with guests able to have their hair styled for free on Fridays and Saturdays – ensuring the style-conscious visitors won't have to endure post-rollercoaster hair disasters for too long. Details: http://lei.sr?a=r2h5C_O

New Eden Project secures £150m fund

Eco-champion Sir Tim Smit's proposal for his 'Ark' project, planned to be a centrepiece for Devon as a second Eden Project in the UK, has secured the £150m needed to fund development.

According to Smit, the "money is in place" for Eden Westwood, which would comprise a tourism and leisure complex near Tiverton in Devon, focusing on the "key strengths and attributes" of the county. The majority of funding for the project has been pledged by the insurance company Friends Life.

The Ark structure would sit at the heart of the Eden Westwood development, housing an interactive and experimental educational facility showcasing Devon produce. In addition, the plans include a surf lake and beach, hotel, regional visitor centre and a designer outlet shopping village. The proposal has been submitted to Mid Devon District Council for inclusion in its draft 2013-2033 Local Plan.



Tim Smit has high hopes for the Eden Westwood complex

"We believe that such a site can create a lens through which Devon can be seen as a world leader in the agricultural arena and that of sustainable construction, retail and tourism," said Smit. "I truly believe that we can create the world's most attractive and unusual visitor information centre, something which will help to actively promote businesses throughout Devon." Details: http://lei.sr?a=T6n8j_O



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HOTELS

Five-star hotel for Great Scotland Yard

Great Scotland Yard, the famous former headquarters of London's police force where criminals such as Jack the Ripper were investigated, is to become a five-star hotel having been bought by Indian billionaire Yusuffali Kader.

As part of the £110m deal, developer Galliard Homes will sell the historic property to Kader's retail, hospitality and property conglomerate Lulu Group International once it has carried out a 'lavish' £50m refurbishment. Scheduled to open in Q1 2017, the hotel will be operated Steigenberger Hotel Group and will be known as The Great Scotland Yard.

The refurbished 92,000sq ft (8,547sq m) hotel will feature luxury bedrooms costing up to £10,000 per night, bars, restaurants, a library and a host of private dining and meeting suites. An adjoining Grade II-Listed Victorian townhouse will be incorporated into the hotel and will be used to create an entertaining suite.

The completed hotel will be seven-storeys high with two basement levels. It will retain



The 92,000sq ft (8,547sq m) hotel will be fully-refurbished

the grand Edwardian Imperial red brick and stone facade with arched main entrance, ornate pediment and tall windows with feature brick and stone detailing. The interior design, to be led by Martin Brudnizki Design Studio, will be "contemporary and stylish, providing a modern compliment to the Edwardian architecture."

"This will be one of London's most luxurious 5-star hotels and one of Whitehall's largest projects," said Don O'Sullivan, MD of Galliard Homes. *Details:* http://lei.sr?a=s9T2c_O

London set for Indie Hotel Show

The Independent Hotel Show will be returning to London's Olympia from 20-21 October for its fourth consecutive year.

The show, which launched in 2012, attracts independent hoteliers and industry professionals. Over the course of the two days, guests will have access to free-to-attend seminars where they can hear industry innovators tackle some of the sector's most talked about topics.

In addition, more than 300 exhibitors from across the hotel supply chain will be in attendance, showcasing essentials that operators require to run a successful hotel.

Organisers say this year's show promises to be "bigger and better" with a number of new features, including an expanded Destination Spa area, dedicated to hotel spas. As well as giving attendees access to suppliers from the health and wellness sector, the area will also offer spa business sessions featuring industry insights and ideas.



More than 300 exhibitors from the hotel industry will be in attendance

New for 2015, the show will also be launching the Independent Think Tank. The aim of this is to provide a dynamic space that brings together the movers and shakers of the hotel sector to debate key issues and evaluate sector opportunities. Throughout the two days it will host a schedule of smaller, more in-depth, focused workshops allowing attendees the opportunity to ask questions and actively engage with the content. *Details:* http://lei.sr?a=u6f2c_O



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LeisureIndustryWeek

Air Malta provides free in-flight spa experiences

Air Malta has teamed with Myoka Spas to offer free in-flight spa experiences onboard select flights to and from Gatwick Airport.

As part of the initiative, two therapists from Myoka Spa welcomed passengers onto the flight with product samples, then later offered complimentary hand, feet and neck massages. Customers also received a £14 voucher to use at any of Myoka Spa's locations in Malta. Air Malta said the initiative was a huge success, and created a lot of social media interest. The company said this is "just the beginning" and part of a series of similar projects that Air Malta will launch in the near future. Details: http://lei.sr?a=y2J6R_O



Chantal Sanders boasts a wealth of experience

Aromatherapy Associates recruits Chantal Sanders

Spa and skincare brand Aromatherapy Associates has appointed Chantal Sanders as vice president for the EMEA region.

Sanders arrives with more than 20 years worth of experience in the prestige cosmetics industry, having worked for both Estee Lauder Companies and Groupe Clarins across multiple markets.

"Chantal's strong industry experience, coupled with her appreciation for aromatherapy, makes her a wonderful addition to the team," said Aromatherapy Associates chair and co-founder Geraldine Howard.

Sanders' expertise encompasses international, multi-channel and multi-category experience, and she has qualifications in aromatherapy and alternative therapies. The company said she will combine this knowledge with a proven track record of commercial success to grow the Aromatherapy Associates brand in EMEA.

"Over the past six months, we have focused on bolstering the business with new senior hires to help foster global growth," said CEO Muriel Zingraff-Shariff. Details: http://lei.sr?a=a3g5f_O

Corinthia drafts massage experts

The 17-treatment-room ESPA Life at Corinthia in London has brought in a new lineup of experts for its medical massage programme, which is designed to improve both the physiological and neurological wellbeing of guests.

"Modern life demands instant everything – and that is rarely good for you in the long-term," said Sue Harmsworth, chief executive and founder of ESPA.

Located within the 294-key Victorian Corinthia Hotel London, ESPA Life is a 3,300sq m (305,521sq ft) spa spread across four floors. As part of the programme, the spa has brought in four new practitioners who are each experts in different medical massage treatments.

"Our practitioners understand that our twenty-first century lifestyles have implications on our physical and mental health," said Nichola Roche, spa director. "It's not only the physical support, but emotional support they offer their guests that signifies their success." James Mutkin is a traditional Chinese



Roopeet Panesar, one of four new medical massage experts

medicine doctor, and incorporates cupping techniques, deep-tissue massage and acupuncture. Lucja Maslowska specialises in holistic medical massage, with a mixture of western therapeutic massage and eastern concepts of energy. Heshmat Nasiri is a physiotherapist and expert in musculoskeletal and neurological therapy. Finally, Roopeet Panesar is a master of osteopathy and naturotherapy who focuses on gently manipulating the spine, joints, and skull. Details: http://lei.sr?a=A9g5T_O

Major new spa set for Boringdon Hall hotel

Boringdon Hall will open a multi-million pound spa development in the midst of Dartmoor's rugged moorland.

The 1,700sq m (18,299sq ft) Gaia Spa, set to open in Q2 2016, is named after the Greek goddess of the earth, and will "set the benchmark for innovative treatments focusing on health and wellbeing," the company said.

Gaia Spa will house 12 treatment rooms (including two doubles), a deep relaxation area, heat treatment facilities, a gym, a 14m (46ft) swimming pool, a thermal pool for hydrotherapy and the Spatisserie restaurant. The spa will also offer open-air treatments in the surrounding meadows for a unique sensory experience.


The new spa, designed by Plymouth-based Design Development architects, is a strikingly modern building constructed of glass, wood and stone that was inspired by the surrounding moorland. The hotel itself is steeped in history; housed in a manor house that Henry



The new spa is designed by Plymouth-based firm Design Development

VIII gifted to one of his most favoured courtiers, it features Elizabethan architecture, imposing stone towers, secret archways and curious arrow slits. Nevertheless, the company said the modern spa will harmonise with the hotel's Elizabethan architecture.

The spa, to be managed in-house by Boringdon's sister company Gaia Spa, will use its own brand of natural products. Details: http://lei.sr?a=G3z7K_O



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Health Club Management Retention Hub

We've pulled together the latest retention series written for Health Club Management by leading industry experts Dr Melvyn Hillsdon, Dr Paul Bedford and Guy Griffiths. This one-stop online shop gives you quick access to the latest thinking, stats, trends and reports in this vital field.

The screenshot shows the 'Health Club Management Retention Hub' website. At the top, there's a navigation bar with links like HOME, JOBS, NEWS, FEATURES, BLOG, PRODUCTS, and a search bar. Below this, there are logos for DFC (Debit Finance Company) and SEPA (Single Euro Payments Area). The main content area features three featured articles:

- The TRP 10,000 series** by Dr Melvyn Hillsdon: Includes a photo of Dr Melvyn Hillsdon and a brief bio.
- The Black & White series** by Dr Paul Bedford: Includes a photo of Dr Paul Bedford and a brief bio.
- The Stick Around series** by Guy Griffiths: Includes a photo of Guy Griffiths and a brief bio.

At the bottom, there's a section for 'HCM September 2013' with an overview of 'Attention retention' and 'Member retention rates continue to drop across the board'.

The collage features three articles from the 'Health Club Management Retention Hub':

- ABSENT & EX-MEMBER JOURNEY**: A text-based article discussing member retention strategies.
- NEW YEAR, NEW STRATEGY**: A text-based article discussing member retention strategies.
- The PERSONAL touch**: A text-based article discussing member retention strategies.

Each article includes a headline, a sub-headline, and a brief description of the content. The 'NEW YEAR, NEW STRATEGY' article includes a table with the following data:

Month	Retention Rate	Churn Rate	Member Count
Jan	85%	15%	1000
Feb	85%	15%	1000
Mar	85%	15%	1000
Apr	85%	15%	1000
May	85%	15%	1000
Jun	85%	15%	1000
Jul	85%	15%	1000
Aug	85%	15%	1000
Sep	85%	15%	1000
Oct	85%	15%	1000
Nov	85%	15%	1000
Dec	85%	15%	1000

Let the experts keep you up to speed on the latest retention trends
healthclubmanagement.co.uk/retention

NI taps into Game of Thrones set

With Northern Ireland on a continued push of the *Game of Thrones* brand as a means to increase tourism in the country, officials are calling for the set of the show's ice wall to be turned into a permanent visitor attraction.

In reality a disused cement works in County Antrim, The Wall – a 300 mile (483km) ice wall which separates Westeros from the north's Wildlings, White Walkers and giants – is a key part of the books and television series.

Local councillors have asked show producer HBO to leave the set behind once filming is completed so the site can be used as part of its ongoing *Game of Thrones* tourism drive. The site would work particularly well as a tourist attraction as there are already plans in place to carry out a wider development of the area for recreation once filming is complete.

"To have the set there would be the icing on the cake," said East Antrim MP, Sammy Wilson. "It is a magnificent site and it would be a massive tourist attraction. The number of buses and people who stop to try and get a view of it is an indication of that." Tourism Ireland teamed up with HBO and *Game of*



The Wall is one of the focal points of *Game of Thrones*

Thrones, in April for a 14-week campaign to promote Northern Ireland around the world in 2015, drawing fans of the series to the country to see the signature sites. Among the sites fans can visit, Northern Ireland includes The Iron Islands (Ballintoy Harbour), The Stormlands (Cushendun Caves), The King's Road (Dark Hedges), Winterfell (Castle Ward) and Robb Stark's Camp (Audley's Field).

Northern Ireland's tourist board offers a prominent rundown on the filming locations and where to find them on its website.

Details: http://lei.sr?a=z6k2C_O

Tube strikes a 'nightmare' for tourism

The London Underground strike which paralysed much of the capital's transport network on 6 August was likely to have a major impact on tourism businesses, according to one of the industry's most senior figures.

Ufi Ibrahim, who is CEO of The British Hospitality Association (BHA) has said the 24-hour action against plans for an all-night tube service on weekends was a "nightmare" for tourism and said businesses would be significantly affected.

Tube workers are concerned that running an all-night service will be detrimental to work/life balance and require extra hours on weekends. There have been reports that unions will "escalate action" as the scheduled start date for the service (12 September) approaches, but Ibrahim believes the strike action should be called off.

"London's economy is heavily reliant on its fast and reliable public transport network to



BHA chief Ufi Ibrahim wants forthcoming strikes to be called off

move around the capital's residents, tourists and visitors," she said. "Strike action especially during busy summer months is a real nightmare for our hotel, restaurant and visitor attraction members who have to maintain high standards while facing the staff shortages and unpredictable customer footfall resulting from the transport challenges."

Details: http://lei.sr?a=G6q5K_O

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The centre is designed to be dementia-friendly

Work set to start on £16m Warrington leisure hub

A £16m neighbourhood hub designed to provide leisure, health and cultural services in Great Sankey, Warrington, has been given the green light by planning officials.

Warrington Borough councillors unanimously agreed on 5 August to approve operator LiveWire's proposal to transform the existing Great Sankey Leisure Centre into a multi-purpose community hub.

The centre will feature a range of leisure facilities and is envisioned to provide residents with a one-stop-shop for all leisure, health and wellbeing and cultural needs.

A LiveWire spokesperson told *Leisure Opportunities* that the contract to supply the planned 120-station gym will be put out to tender. The site will also feature swimming pools, a sports hall, tennis courts, a 3G pitch, GP surgeries, a library, a cafe and wellbeing facilities including a spa. Construction on the first stage of the development will start later this year, with phase one opening in Q3 2016. *Details: http://lei.sr?a=S6w2F_O*

Council green lights two new stadiums for Truro

Separate plans to build two new stadiums in Truro have cleared a major hurdle after both plans were approved by Cornwall Council's strategic planning committee.

The council gave the go ahead for a 6,000-capacity 'Stadium for Cornwall' – providing a new home to the Cornish Pirates rugby team – and a 4,000-seat ground for National League South's Truro City Football Club. The developers of the Stadium for Cornwall at West Langarth can now begin a search for firms willing to take up the retail units that will help to fund the £10m ground.

Cornish Pirates have been working in partnership with property developer Inox Group on the stadium project and the club hopes to move into the new stadium for the 2017-18 season. Truro City meanwhile, has already secured enough funding to begin project building work. *Details: http://lei.sr?a=N7X5a_O*

Ingels' Tesla coil dream for Battersea

Bjarke Ingels has unveiled plans to turn the chimneys at Battersea Power Station into giant sparkling Tesla coils, powered by passing pedestrians.

Ingels' architectural practice, BIG, is designing the public square next to the iconic London building on behalf of Malaysian consortium, SP Setia, which is developing the power station site with Frank Gehry-designed flower shaped apartment blocks and luxury flats from Sir Norman Foster.

The two level Malaysia Square will guide visitors through the landscape and create a 'calm and elegant entry' to the Battersea Park Station.

Ingels has said he wants the square to be an urban canvas for cultural expression, where landscape, architecture, urbanism and media design are in harmony.

It will be conceived as an urban amphitheatre for public, and spontaneous, performances. Both Malaysian stone grains and reclaimed power station chimney material will be used. Ingels recently told an audience at the Royal Academy in London, that they are speaking to experts in Tesla coils to see how



BIG is designing a public square next to Battersea Station

these could be incorporated into the chimneys. The square could feature a piezoelectric pavement that stores energy as people walk over it, which could be released as an electric arc passing between the chimneys.

"We imagine it like Big Ben, when the clock strikes the hour, we can have this celebration of human energy and human life," said Ingels.

Details: http://lei.sr?a=x3Q2V_O

New London cycling bridge proposals

Active commuting in London could get a major boost after a number of designs were revealed for a new £40m pedestrian and cycle bridge across the Thames between Pimlico and Nine Elms.

Active design has been a hot topic in recent months, especially in light of new research that found cities which strive to promote physical activity gain a significant economic advantage. A study from cycling charity Sustrans, meanwhile, found that the UK's National Cycle

Network has saved the economy more than £7bn since it was established 20 years ago.

Wandsworth Council, which is running a design competition for the new London bridge, has unveiled proposals from the four architecture and engineering teams which have been shortlisted for the contest. One of the challenges for the teams – picked from a field of 74 entrants – is to create a bridge which is high enough for boats to pass under, but not too steep for pedestrians and cyclists to climb. The bridge is seen as a key part of a



The crossing is expected to offer a car-free alternative to boost activity

major infrastructure package that is in place to transform and regenerate the Nine Elms district, with the crossing offering a car-free alternative that would boost active commuting.

"We now have some very exciting and quite spectacular designs on the table," said Ravi Govindia, leader of Wandsworth Council. "There's still a long way to go but these teams have given us hope that a solution can be found to the complex challenges involved in creating a new pedestrian and cycle link."

Details: http://lei.sr?a=R8e8x_O



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TRAINING

Marriott, Wales Uni launch hotel degree

In a world first, Marriott Hotels has partnered with the University of Wales Trinity Saint David to introduce a two-year degree in international hotel management within the school of tourism and hospitality, with the first intake of students starting this September.

Students on the course will spend four month blocks alternating between academic lectures at the University and gaining real life skills and experience at the Swansea Marriott Hotel. The partnership allows the opportunity for training tailored specifically towards employer's priorities.

Marriott will offer in-house training for the students to acquire skills and experience across all areas, starting with food and beverage, front of house and eventually shadowing staff in managerial or financial capacities.

Michael Downie, general manager of Swansea Marriott, said: "As soon as we were presented with the concept of a joint venture degree between Marriott and the University of Wales, we could see it was



(L-r) Andrew Campbell (Uni of Wales) and Marriott GM Downie

a fantastic opportunity to use Marriott as a platform to train students on tailored courses which would make them very well equipped to enter the marketplace.

"This degree is a one of a kind at the moment," he continued, "but it could be taken further within the UK and worldwide."

Downie also said that Marriott plans to recruit top performing students from the course onto its Voyage graduate training programme.

Details: http://lei.sr?a=e6f7J_O

Symcox named new director of IQL UK

The Royal Life Saving Society (RLSS UK) has announced Martin Symcox as the new director of its training subsidiary, IQL UK.

Symcox has overseen IQL UK as interim director since January 2014, when former director Tara Dillon was seconded to CIMSPA.

Symcox joined IQL UK in 2009 as business development manager and has played a key role in ensuring the delivery of products and services. Over the last 12 months, Symcox has overseen the introduction of IQL UK's full suite of first aid qualifications, which has enjoyed promising uptake from the industry.

"I've been involved in the leisure industry since graduating in 1997 and having worked in numerous operational environments, I've know the importance of relationship management and delivering a consistently high level of service," said Symcox. "I'm looking forward to bringing my commercial experience to the new role and helping strengthen IQL UK's position in the aquatic training and safety market."



Martin Symcox first joined IQL UK back in 2009

IQL UK, which provides professional lifeguard training to around 95 per cent of the country's pool lifeguards, hopes Symcox can help raise the profile of the organisation drive standards through the delivery of its National Pool Lifeguard Qualification (NPLQ) and National Pool Management Qualification (NPMQ).
Details: http://lei.sr?a=D8E6c_O



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The closing date for receipt of applications is 9am on Monday, 7th September 2015, with interviews planned for Monday, 14th September 2015. If you would like to discuss the role or application process further, please telephone Louise McGreal, Head of Human Resources, on 0161 621 3208.

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Fitness Apprenticeship

Company: Énergie Group
Location: Harlow, Essex, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Customer Relations Manager

Company: Fusion Lifestyle
Location: London, England

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Assistant Operations Manager

Company: Kirklees Active Leisure
Location: Dewsbury, UK

Gym Manager

Company: Pure Gym Limited
Location: Various locations, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Lifeguard Grade 2

Company: University of Liverpool
Location: Liverpool, UK

Swimming Teachers

Company: Everyone Active
Location: Sutton, UK

Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Member Services Advisor

Company: Pure Gym Limited
Location: Leeds, UK

Sports Development Officer x4

Company: Be Active Partnership
Location: Brierley Hill, Dudley, UK

Technical Support Assistant

Company: The STA
Location: Walsall, West Midlands, UK

Aquazone Swimming Instructors

Company: Parkwood Leisure
Location: Rushcliffe, UK

Front of House Receptionist

Company: Everyone Active
Location: St Albans, UK

Senior Climbing Instructor

Company: Oxford Brookes University
Location: Oxford, UK

Recreation Assistant

Company: Legacy Leisure
Location: Newbury, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Personal Trainers Wanted

Company: Soho Gyms
Location: London, UK

Supervisor

Company: St Marys School CALNE
Location: Calne, Wiltshire, UK

Recreation Assistant (p/t)

Company: Everyone Active
Location: Staines, UK

Promo Staff

Company: Pure Gym Limited
Location: Wrexham, UK

Sports Development Officer

Company: City of Westminster Council
Location: London, UK

Recreational Assistant

Company: Legacy Leisure
Location: Reading, UK

Duty Manager

Company: Legacy Leisure
Location: Reading, UK

Fitness Motivator (p/t)

Company: Everyone Active
Location: Loughton, UK

Membership Consultant

Company: Everyone Active
Location: Loughton, UK

General Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Fitness Instructor

Company: GLL
Location: Didcot, Oxfordshire

Site Safety Co-ordinator

Company: Everyone Active
Location: Stratford Upon Avon, UK

Assistant General Manager

Company: The Gym Group
Location: London Charing Cross, UK

Swim Teachers

Company: Everyone Active
Location: Nuneaton, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Assistant General Manager

Company: The Gym Group
Location: London Manor House, UK

Duty Manager

Company: Parkwood Leisure
Location: Erith, UK

Fitness Instructor

Company: Snowdome
Location: Tamworth, UK

Trainee Duty Manager

Company: Everyone Active
Location: Stratford Upon Avon, UK

Membership co-ordinator

Company: Everyone Active
Location: Aylesbury, UK

Community Health Coach

Company: Live Well Luton
Location: Luton, UK

Leisure Operations Manager

Company: WLCT
Location: Selby, UK

Wellbeing Officer - Sports

Company: Basingstoke and Deane
Location: Basingstoke, UK

Trainee Duty Manager

Company: Everyone Active
Location: Studley Leisure Centre, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Various locations, UK

Trainee Duty Manager

Company: Everyone Active
Location: Shipston on Stour, UK

Duty Manager

Company: Wellington Health & Fitness
Location: Berkshire, UK

Studio Coordinator

Company: YMCA Club
Location: Central London, UK

Front of House Receptionist

Company: Everyone Active
Location: Easton, Bristol, UK

Boat House Attendant

Company: Parkwood Leisure
Location: Cardiff, UK

Fitness Motivator

Company: Everyone Active
Location: Stowmarket, UK

Swimming Teachers

Company: Everyone Active
Location: Bristol, UK

Casual Recreation Assistants

Company: Parkwood Leisure
Location: Torbay, UK

Front of House Colleague

Company: Everyone Active
Location: Buckinghamshire, UK

Club Manager

Company: énergie group
Location: Tyneside, UK

Casual Swimming Instructors

Company: Parkwood Leisure
Location: Thetford, UK

Swimming Instructors

Company: Parkwood Leisure
Location: Erith, UK

Sports Assistants

Company: Everyone Active
Location: Bristol, UK

Sports Centre Supervisor

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

Lettings Supervisor

Company: Merchant Taylors' School
Location: Northwood

Fitness Instructor (p/t)

Company: énergie group
Location: Glasgow, UK

Sport Centre Duty Manager

Company: Westminster School
Location: London, UK

Exercise Referral Instructor

Company: Everyone Active
Location: Bristol, UK

Fitness Apprentice

Company: énergie group
Location: Wilmslow, UK

Front of House Manager

Company: Everyone Active
Location: Aylesbury, UK

Duty Manager Catering

Company: Parkwood Leisure
Location: Cardiff, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Bedfordshire, England

Regional Freelance Tutor (p/t)

Company: The Training Room
Location: based in the North, UK

Membership Sales Advisor

Company: Énergie Group
Location: Andover, UK

Event Officer

Company: Link4Life
Location: Rochdale, UK

Creche Assistants

Company: Parkwood Leisure
Location: Bristol, UK

Bar Assistant

Company: GLL
Location: Manchester, UK

Cafe bar Supervisor

Company: Ilkley Lawn Tennis Club
Location: West Yorkshire, UK

Sports Assistant

Company: Everyone Active
Location: Bristol, UK

Assistant Operations Manager

Company: Ipswich Borough Council
Location: Ipswich, UK

Swimming Coach Level 2

Company: Oxford Brookes University
Location: Oxford, UK

Receptionists

Company: Legacy Leisure
Location: Exeter, UK

Sports centre technician

Company: Aldenham School
Location: Aldenham, Herts, UK

Duty Manager

Company: Snowdome
Location: Tamworth, UK

Trampoline Coach term time

Company: Everyone Active
Location: Epping, Essex, UK

Team Leader

Company: Everyone Active
Location: Epping, Essex, UK

Recreation Assistant

Company: Wellington Health & Fitness
Location: Berkshire, UK

Fitness Manager

Company: Xpect Health and Fitness
Location: Braintree, Essex

Assistant Operations Manager

Company: Kirklees Active Leisure
Location: Huddersfield, UK

Duty Manager

Company: Everyone Active
Location: Epping, Essex, UK

Cultural Projects Manager

Company: Ashford Borough Council
Location: Ashford, Kent, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Solihull, UK

Fitness Instructor

Company: énergie group
Location: Brentford, UK

Club Promotional Staff

Company: énergie group
Location: Brentford, UK

GLL Leisure Apprenticeships

Company: ICON TRAINING
Location: Throughout London, UK

Part Time Receptionist

Company: Everyone Active
Location: Warwickshire, UK

Part Time Receptionist

Company: Parkwood Leisure
Location: Thetford, UK

Operations Manager

Company: Fusion Lifestyle
Location: London, England

Tennis Manager

Company: GLL
Location: Waltham Forest, UK

Tennis Dev Assistant

Company: GLL
Location: Islington, UK

Business Manager

Company: Leeds City Council
Location: Leeds, UK

Duty Manager

Company: Everyone Active
Location: Bourton-on-the-Water, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Portsmouth, UK

Leisure Centre Manager

Company: Aspire Leisure Centre
Location: Stanmore, Middlesex, UK

Recreation Assistants

Company: Legacy Leisure
Location: Thatcham, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Portsmouth, UK

Activity and Sports Manager

Company: Everyone Active
Location: St Albans, UK, UK

Health Interventions Manager

Company: GLL
Location: Bayswater, West London, UK

Fitness Instructor (p/t)

Company: énergie group
Location: Loughborough, UK

Apprenticeship in Fitness

Company: énergie group
Location: Loughborough, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Lead Gymnastics Coach

Company: GLL
Location: Barnet, UK

Community Sports Manager

Company: GLL
Location: Rugby, UK

General Manager

Company: The Gym Group
Location: Various locations, UK

Duty Manager

Company: Calne Leisure
Location: Calne, Wiltshire, UK

Touch Rugby League Licensee

Company: The Rugby Football League
Location: Nationwide, UK

Swim Teacher

Company: Everyone Active
Location: Spelthorne, UK

Swimming Teacher

Company: Everyone Active
Location: Studley Leisure Centre, UK

Golf Leisure Assistant

Company: GLL
Location: Bath, Somerset, UK

Instructor

Company: Parkwood Leisure
Location: Wales, UK

Company Administrator

Company: Club Training.
Location: London W1, UK

Fitness Instructor

Company: énergie group
Location: F4L Bethnal Green, UK

Membership Consultant

Company: Everyone Active
Location: Staines Upon Thames, UK

Facility Manager

Company: Oldham Community Leisure
Location: Oldham, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Fitness Advisor

Company: Private Members Health Club
Location: Chelsea, London

Senior Operations Assistant

Company: Shenley Leisure Centre Trust
Location: Milton Keynes, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: London, England

Membership Manager

Company: Everyone Active
Location: Carshalton, UK

Centre Manager

Company: Chelmsford City Council
Location: Chelmsford, UK

Lifeguards (9 posts)

Company: Ipswich Borough Council
Location: Ipswich, UK

Assistant Manager -

Customer Services

Company: Sport Wales
Location: Cardiff, UK

Associate Director /

Principal Consultant

Company: The Sport, Leisure and Culture Consultancy
Location: Nationwide

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Castleford / Rugby / Derby

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Rugby

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

Personal Trainers

Company: The Gym Group
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: North West & Scotland

General Managers

Company: The Gym Group
Location: Central London, London
Walworth Road and Norwich.

Swimming Teacher

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

Aesthetic Therapists

Company: EF MediSpa
Location: Various locations, UK

Sales Agents

Company: Aromatherapy Associates
Location: France, Spain, Italy, Hungary,

Romania, The Balkans

Spa Manager

Company: L'Horizon Beach Hotel & Spa
Location: Jersey,

Spa Therapist (p/t)

Company: Rookery Hall Hotel and Spa
Location: Nantwich, UK

Spa Therapist

Company: Four Seasons Hotel Hampshire
Location: Hampshire, UK

Assistant Spa Director

Company: Four Seasons Hotel Hampshire
Location: Hampshire, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Elveden Forest, UK

Spa Therapist

Company: Donnington Valley Hotel & Spa
Location: Berkshire, UK

Beauty Therapist

Company: Norton House Hotel & Spa
Location: Ingliston Edinburgh, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Woburn Forest, UK

Spa Therapist

Company: Feversham Arms Hotel
Location: Helmsley, North Yorkshire

Marketing & Sales Assistant

Company: Sea Life
Location: Minnesota-Bloomington, US

Commercial Manager

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

Head of Sales

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

Hospitality Team Leader

Company: Coca Cola London Eye
Location: London, UK

Aquarist Sea Life Jesolo

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

Hotel Resident Manager

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

IT Project Manager Lead

Company: Merlin Entertainments
Location: Chessington, Surrey, UK

Hotel Reservations Advisor

Company: Merlin Entertainments
Location: Chessington, Surrey, UK

Commercial Operations Mgr

Company: National Trust
Location: Standen House & Garden,

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Record slide to circle Orbit Tower

The Queen Elizabeth Olympic Park, which was home of the London 2012 Olympic Games, has confirmed plans to build the world's tallest and longest slide inside the ArcelorMittal Orbit tower.

Due to open to the public in Q1 2016, the 180m (590ft) helter skelter by Bblur Architects will start 76m (249 ft) above the ground, circling the tower five times before a 50m (164ft) straight run at the bottom. The slide will include transparent sections so riders can look at the view of the surrounding Olympic Park as they descend.

The tower itself has been somewhat controversial, receiving a largely negative public response to its potential both as a visitor attraction and because of its industrial look. Designed by Turner-Prize winning artist Sir Anish Kapoor and Cecil Balmond of engineering Group Arup, the £19.1m, 114.5m (376ft) tall sculpture and observation tower is Britain's largest piece of public art.

"What more exciting way to descend the ArcelorMittal Orbit than on the world's longest and tallest tunnel slide," said Peter



The helter skelter by Bblur Architects will circle the tower five times

Tudor, director of visitor services at the park. "This slide really will give a different perspective of Britain's tallest sculpture.

"We are committed to ensuring our visitors have the best possible day out every time they visit, and as with all our venues, we are constantly exploring ways to ensure we lead the way with the latest visitor experience."

The innovative project follows a recently-commissioned pair of slides allowing visitors to travel from the Hayward Gallery's iconic glass pyramid ceiling to the entrance level.

Details: http://lei.sr?a=P2J2N_O

How One Direction work out on tour

When a large part of your job consists of energetic stage performances and fleeing screaming fans, it's essential you stay in shape. To that end, global megastars One Direction have enlisted the services of celebrity PT Mark Jarvis and Jordan Fitness to keep in peak condition on their current world tour.

Known to be fans of functional fitness, Louis, Niall, Harry and Liam will be put through their paces as Jarvis utilises the full range of Jordan Fitness functional kit. Ideal for a speedy workout in the midst of a packed schedule, the band will have use of Kettlebells, Battle Ropes, PowerWave Crosstrainers, Slam Balls and Powerbands.

"You don't need a gym full of equipment to train correctly. Jordan Fitness has an ideal range of functional equipment that does



(L-r) Liam, Louis, Niall and Harry like to keep fit

just that," said Jarvis, who has trained Keira Knightley and Nicolas Cage. "The Jordan equipment I train One Direction and 5 Seconds of Summer on is ideal to travel with and can be used in a variety of workouts. I can train the guys in a dressing room, backstage or in a car park. *Details: http://lei.sr?a=n7q7Y_O*

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