

leisure opportunities

15 SEP - 28 SEP 2015 ISSUE 667

Daily news & jobs: www.leisureopportunities.co.uk

The power to create great changing spaces



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

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

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Sweating the asset

Craftsman unveil dramatic changing solutions for the new Sweat Union gym



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

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

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

"We are a 5,000-member Technogym club offering group exercise at affordable prices," states the fitness legend and the inspiration

and founder of this 'new kid on the block'.

At 24,000 sq ft, Sweat sprawls across three floors and can cater for 700 to 800 workouts during its 6.30am to 10pm working day. Frank Reed knew that changing provision had to be commensurate with Sweat's scale of facilities and service and approached Craftsman for their thoughts on how best to serve the club's large and diverse membership.

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

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

Adjacent to fitness areas a range of Stash and Dash lockers in several shades are conveniently located to serve the need for members who come pre-changed for their workout - a central core of microlockers provide just enough space for phones, keys and valuables. "These lockers are already very popular indeed" Reed adds "especially with those in a hurry to start their work-out".

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

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

Frank Reed, founder and CEO, Sweat

The quality's there in black and white

Life Leisure wows members as Craftsman deliver a visual delight



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



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

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

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

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

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

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

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

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

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

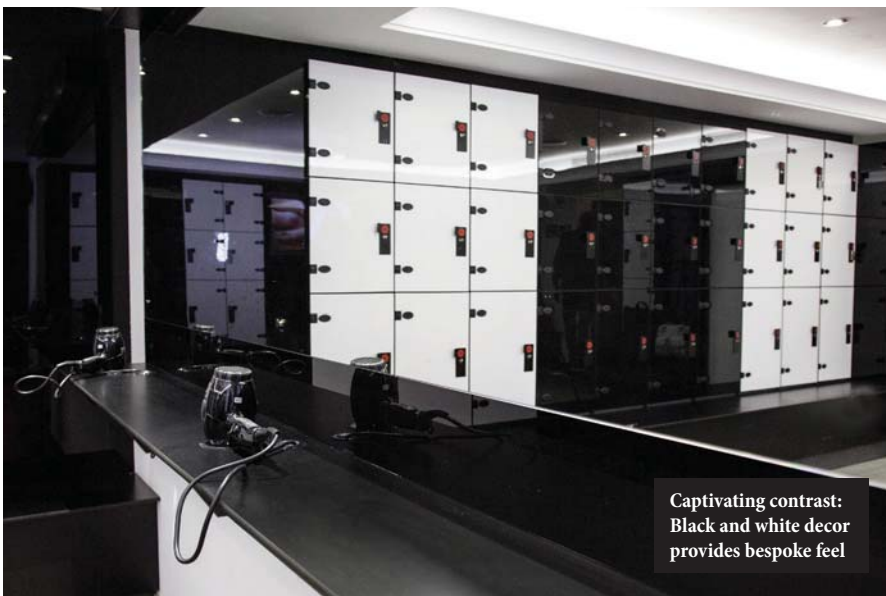
This is changing provision that members not only love to use but also love to relax in, as a 93-year-old mum and her daughter confirmed. "We have come swimming here for many years and were amazed when we came in one day and walked into our new changing area. What a difference it has made to our overall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

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

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

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

Martin Harriman, Operations Manager



Captivating contrast: Black and white decor provides bespoke feel

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Sports Direct Fitness: We've found our formula

Sports Direct Fitness is planning an aggressive rollout of new health clubs in 2016, with owner Mike Ashley confident that the gym chain has found the right formula for sustained growth.

The company plans to launch up to 16 new sites in 2016 under the dual-use gym and retail concept which has seen it offer memberships from as little as £5 per month. Sports Direct hopes to capitalise on the synergy between its retail and gym divisions by offering the two prospects side-by-side under one roof.

Speaking exclusively to *Leisure Opportunities*, Sports Direct Fitness head of leisure Winston Higham said the company's owner is pleased with the refined concept, adding that plans are in place for an 'aggressive' expansion in the year ahead.



Aintree is one of three sites to so far feature the dual-use gym and retail concept

these sites next year. We're introducing coffee and juice bars into the new-builds as well, which are also likely to offer health and protein products depending on the size of the club."

There is also the potential for growth via acquisitions. Having lost out to Pure Gym in the race to acquire LA fitness, Sports Direct Fitness has been rumoured to be sizing up a bid for Fitness First. Higham refused to be drawn on the speculation, saying it "isn't the Sports Direct way" to comment.

"There are always rumours when a new player comes into the market," he added. "Some companies like to shout about what they're up to, but we don't work like that. We like to get things done and we won't talk about it until that point."

Details: http://lei.sr?a=g9n8P_O

'Gymtimidation' holds back potential members

More than a quarter of Brits are fearful of going to the gym because they don't feel confident enough to use the equipment, says new research.

Around 26 per cent say they've avoided gyms either because they're unsure how to operate the equipment or are scared that no-one will be on hand to help them. The survey of 2,000 people by Virgin Active also found that concerns about not having the right kit and feeling like the only new person in the class are also gym turn offs.

Continued on back cover

Giggs stars in new Man U exhibition

The Manchester United Museum has launched an exhibition dedicated to legendary player and current assistant manager, Ryan Giggs.

Celebrating Giggs' illustrious career – which included 963 appearances for United and a record haul of medals – the new retrospective enables fans to view some of the former footballer's most prized and treasured possessions for the very first time.

The exhibition, titled *Ryan Giggs: The Man For All Seasons*, comprises more than 40 items, most notably Giggs' medals from United's famous 1999 treble, multiple Premier League winners medals and the ball with which he scored the very first of his 168 club goals.



Giggs said the exhibition is "a great honour"

The interactive exhibition will allow visitors to get a close-up look at some of Giggs' medals, while several specially-recorded interviews with the player will be available to watch.

Details: http://lei.sr?a=h7h9k_O

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Prince Ali targets FIFA presidency

Prince Ali bin Al Hussein has formally launched a second bid to become president of football's world governing body FIFA.

Ali was defeated in May's FIFA presidential election by the controversial incumbent Sepp Blatter. Despite winning the vote, however, Blatter – whose tenure has been tarnished by accusations of corruption and irregularities concerning World Cup bids – said he would be standing down to “protect FIFA”.

Blatter will relinquish his throne on 26 February 2016, the date set for the new presidential election.

Confirming his candidacy for the upcoming election, Ali said he wanted to “finish what he started” and that he would be standing for people who want football to be a “global force for social good”.

“My sole ambition is to make FIFA worthy of representing the greatest sport and the greatest fans on Earth,” Ali said.

“It's time to shift the focus back to the world's game. Football should serve the under-served. Football should be about more than mere personal glory. It should be a global force for social good.”



Prince Ali hopes to assume Sepp Blatter's FIFA crown

“As President of FIFA, I will listen to all. I will never forget who I am working for.”

Making the announcement, Ali also directed a thinly-veiled barb at rival candidate, UEFA president Michel Platini – who had publicly called for Sepp Blatter's removal before the May presidential election, but didn't put himself forward as a candidate.

“I was the only person who dared to challenge Mr. Blatter for the presidency of FIFA,” Ali said. “I had the courage to fight for change when others were afraid.”

Details: http://lei.sr?a=2r8c6_O

New designs unveiled for Stamford Bridge

Swiss architects Herzog & de Meuron have unveiled new designs for the £500m redevelopment of Chelsea Football Club's Stamford Bridge, which will see the old stadium demolished and a new 60,000-capacity home for the Premier League champions built in its place.

The images, not yet officially released to the press, were presented at a public consultation held by the Premier League club, with Herzog & de Meuron working in conjunction with London-based Lifschutz Davidson Sandilands, the site's masterplanners.

The design is inspired by the terraced brick houses around the stadium, also taking notes from the gothic architecture of Westminster Abbey. The design comprises a series of ‘brick ribs’ which run from the outside of the stadium, up its roof and down into the interior, forming a rectangular opening above the pitch.

The plans follow a feasibility study commissioned by Chelsea owner Roman Abramovich



The images were presented at a public consultation held by the club

last year, which looked at the area from Fulham Broadway to Stamford Bridge and examined the potential of upgrading the stadium, with the new design as a result partially expanding by going over the top of the adjacent railway line. The new designs would create a whole stadium, rather than the existing development, which is made up of disconnected stands.

Redevelopment will take three years, with Chelsea likely to relocate to Wembley or Twickenham. Details: http://lei.sr?a=y8n6y_O

Campbell to sprint coach Wasps

Olympic champion Darren Campbell has joined Aviva Premiership rugby team Wasps as the club's new sprint coach for the 2015-16 season.

Working in a consultancy role, Campbell will aim to improve the technical aspects of players' running and increase their pace and acceleration. He has previously advised a number of football clubs, including Chelsea, Cardiff City and Everton, as well as working with individual players.

"Many players haven't actually been taught how to run," Campbell said. "When you're in school you just run, but when you get to higher levels there's a lot more detail in how you run, so that's what I try to pass on to these guys."

"Even the flyers in the Wasps squad who are quick rely more on natural ability, intuition and strength training – rather than really honing in on their technique – so that's where I hope I can help them improve a little."



Campbell won 4x100m gold with Team GB at the 2004 Olympics

Following the first Darren Campbell-led session, Wasps' winger Christian Wade said that he's already gained from the experience.

"The last time I was focussing on out-and-out speed training was when I was 16 or 17," Wade said. "The players have huge respect for what Darren has achieved, so he had everyone's full attention as they tried to absorb his advice."

Details: http://lei.sr?a=2r8c6_O

Luton secures new £10m stadium site

Luton Town Football Club (LTFC) is a step closer to building a new stadium after securing a plot of land close to the town for £10m.

In a statement, LTFC chair Gary Sweet said the club had purchased a 40-acre plot adjacent to the Junction 10a spur of the M1 motorway.

Sweet revealed that the club had been in line to secure the plot for some time, but confidentiality agreements had prevented LTFC to make any announcements earlier.

"We've held this piece of land under a registered option since 2013 and made the first sizeable payment this summer – resulting in the land now being in our control with the ownership title being transferred next month," Sweet said.

He added that while LTFC now owns the plot – and it is likely to be the site of the new stadium – the club hasn't ruled out using the land for an alternative development and building the stadium elsewhere.

"While this site will be for the benefit of LTFC and it is currently in the Luton Borough Council's current Local Plan as the site earmarked for the future home of LTFC – it could sufficiently accommodate us – it

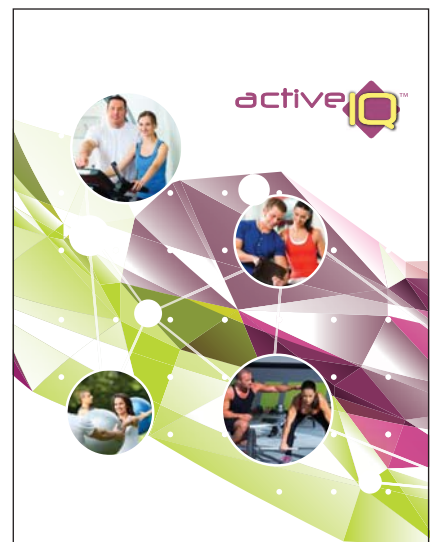


LTFC chair Gary Sweet confirmed the new stadium site

could also serve as a valuable asset to help deliver a stadium elsewhere or nearby."

If LTFC's plan for a new stadium is proven successful, it will bring to an end one of the most protracted and colourful stadium relocations in English football – marked by a number of ambitious and bizarre proposals.

During the 1980s, when the club enjoyed its most successful years on the pitch, there were talks of moving the club to Milton Keynes – leading to fan boycotts and uproar. There were also plans to build a stadium on stilts above the M1, which would include an F1 Grand Prix track. Details: http://lei.sr?a=h7c2x_O



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NFD 2015 takes Twitter by storm

National Fitness Day 2015 made a major impact online as well as in the nation's health clubs on 9 September.

The ukactive-led event, dubbed "the most active day of the year" was among the top trending topics on Twitter that day, as thousands of users tweeted snaps and snippets of their exercise for the day.

More than 2,000 health clubs across the country – including major operators such as Fitness First, Parkwood Leisure and Places for People Leisure – put on a total of 10,000 classes to celebrate the day.

Another aspect of this year's push was to get schools involved, with each participating site receiving a tailored toolkit of information to help them put on a whole day of activities across the curriculum. Efforts were focused on getting children of all ages to positively engage with physical activity, building habits that will set them up to be an active adult.

Meanwhile, a number of high-profile MPs pledged to 'move for their seat' as part of the



Boris Johnson takes on ukactive's Will Smithard outside Parliament

campaign. Throughout National Fitness Day, MPs tracked their activity levels using either a Myzone MZ-3 heart-rate tracking belt, or a Fitlinxx Pebble+ accelerometer device, to record their activity and see how representatives of each political party measure up.

London mayor Boris Johnson was also on hand to lend his support to the day, turning up at a National Fitness Day Parklives event outside Parliament for a spot of Tennis. *Details: http://lei.sr?a=H6X3E_O*

Anytime Fitness targets top spot

Anytime Fitness has reiterated its ambitions of becoming the UK's largest gym chain, having passed the half century mark with two new 24-hour sites in High Barnet and Bicester.

Anytime Fitness has close to 3,000 sites across the globe and has been eager to make its mark in the UK since opening its first franchise in 2010. The company hopes to open another 30 clubs in the UK by the end of the year to reach 81 sites and says its has 150 locations secured for future club openings.

Were this figure to be realised, it could see Anytime Fitness eclipse Pure Gym, which recently claimed the crown of the UK's largest operator (in terms of sites). Pure Gym will grow larger still when it integrates the recently purchased LA fitness sites, but Anytime is undaunted by the challenge.

"Since we launched in the UK in 2010 we have set ambitious growth targets and



Anytime Fitness UK chair Andy Thompson is targeting major growth

therefore we are delighted to have reached this key milestone," said Anytime Fitness UK chair Andy Thompson. "A key factor in our success is the passion and enthusiasm of our franchisees, many of whom have always wanted to own their own business, and are now flourishing with the support of our expert franchise consultants." *Details: http://lei.sr?a=r4c5Y_O*

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Big backing for Barry's Bootcamp

Boutique fitness brand Barry's Bootcamp is set for further growth following a strategic investment from North Castle Partners, which will allow the brand to penetrate new markets, as well as develop further locations in existing markets.

North Castle – a private equity firm focused on consumer businesses that promote healthy, active and sustainable living – will partner with the existing corporate Barry's Bootcamp team to maintain the culture of “white-hot cardio and strength training”, which Barry's dubs “The Best Workout in the World”.

Joey Gonzalez becomes Barry's CEO, and will oversee all management decisions and company operations. He joined the company in 2004 as an instructor and has worked his way up the ranks to the top spot.

“I've dedicated much of my professional career to growing Barry's Bootcamp and am honoured to step into the role of CEO,” said Gonzalez. “It's a dream come true to see this vision come to fruition and expand the business while maintaining the ethos which makes it special to consumers.” North Castle Partners has extensive



The trendy fitness chain has significant expansion plans

experience in this field: its past and current portfolio includes Equinox Fitness, International Fitness Holdings and Curves International. MD Jon Canarick says it will leverage its established network and industry knowledge to build Barry's Bootcamp into one of the premier boutique fitness studio operators and brands in the world.

The company currently owns 17 studios, with two in London and Norway apiece, as well as 13 spread across the United States.

Details: http://lei.sr?a=S4M8h_O

SLM in £500,000 private leisure venture

Everyone Active has invested £500,000 into a football stadium complex as part of a private contract which sees the site become the “Everyone Active Stadium.”

Everyone Active, which is the trading name for Sports Leisure Management (SLM), has signed a 10-year lease contract to manage Clevedon's Hand Stadium in partnership with the North Somerset site's owner Mark Lewis.

This is Everyone Active's first private contract and will

see the company invest £500,000 into the stadium. The bulk of the sum will be used to convert one of the interior grandstands into a new 50-plus station gym and indoor cycling and group exercise studio, using the leisure operator's preferred renovator, Vincent Stokes.

The gym will feature equipment from Everyone Active's new supplier Technogym, while the exercise studio will be one of the operator's first centres to offer new virtual indoor cycling and group exercise classes, supplied



The Hand Stadium is the home ground of Clevedon Town AFC

and installed by Lightmasters UK. The stadium already boasts 3G five-a-side football pitches and Everyone Active has also pledged to utilise the exterior grounds by holding more outdoor community events for Clevedon locals to enjoy.

Everyone Active MD David Bibby confirmed confirmed that the contract will be run under SLM Fitness and Health Ltd – the company's private fitness arm – and will have no implications for SLM's Charitable Trust status.

Details: http://lei.sr?a=R6q4F_O

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Leisure Industry Week (LIW) relaunches under new management this month, having been acquired by BodyPower – the company behind the BodyPower Expo series in the UK, Ireland and India. We look ahead to LIW 2015

An all-new LIW will open its doors at the NEC Birmingham in September, led by a team that has a remit to build on the positives of previous years. The aim: to deliver a world-class trade show and networking event to key associations, brands and decision-makers, and provide an educational programme that brings a wealth of valuable knowledge and insight to leisure professionals.

LIW CEO Nick Orton says: “We’re delighted by the response we’ve had to our acquisition of LIW. Our philosophy, innovative approach and fresh thinking seem to have been embraced by key personnel and organisations within the leisure sector, and it has created an added air of anticipation ahead of this year’s event.”

Education

Feedback from thousands of previous LIW attendees was collated during mid-2015,



The LIW Pool will feature Zoggs UK ambassador and endurance swimmer Adam Walker (pictured)

with the aim of ensuring that the free LIW educational programme delivered the kind of knowledge and practical insights that could be applied by a wide range of employees, from personal trainers right the way through to managing directors.

Featuring a plethora of well-known industry names, the Keynote Theatre will therefore be one of the biggest highlights of Leisure Industry Week 2015.

Delegates will be treated to a comprehensive programme featuring the likes of Rugby World Cup winner Ben Cohen, former chief of UK Athletics David Moorcroft, the ECB’s most successful chair of selectors Geoff Miller, former England football international and Under 21’s manager Stuart Pearce, and boxing promoter Kellie Maloney – who managed Lennox Lewis to become the undisputed heavyweight champion of the world. This line-up will be complemented by fitness industry heavyweights such as IHRSA director of Europe Hans Muench and Ray Algar, MD of Oxygen Consulting, which specialises in the fitness sector.

High profile names aside, organisers have gone to great lengths to ensure that the education at LIW has received a thorough



Delegates can view the latest products



Diverse Dance Mix will debut a new aerobic workout



Visit the demo areas for new class concepts



Stuart Pearce



David Moorcroft

shake-up. Beyond the Keynote Theatre, there are two areas dedicated to tackling some of the most prevalent and pressing issues in the leisure industry head-on.

The Operators Conference will be specifically aimed at industry operators looking to increase their knowledge and skills in a wide range of topics, from digital marketing to wearable technology. CIMSPA CEO Tara Dillon, Jaguar Land Rover and Rolex digital expert Chris Woods, and former ukactive CEO Dave Stalker will be among those delivering sessions on wellness, retention, marketing and operations. Meanwhile, for those in a hurry – or with a full schedule of meetings – the quick-fire Industry Theatre will be an interesting prospect. Covering the entire spectrum of leisure, these 30-minute talks will be sector-specific and will deal with issues, trends and future-proofing for all sectors, including wet leisure, play, sport and physical activity, facilities management and much more – all in a slightly less formal environment.

There will also be a dedicated conference for independent operators, as well as a conference solely targeted at personal trainers.

In addition, delegates will be able to tap in to the Fitness and Nutrition stream of educational sessions, which will offer training and nutrition knowledge designed to boost professional development. This will include cutting-edge training information and a balanced mix of ideologies and views surrounding the complex topic of nutrition, training and fat loss. These seminars will be delivered by leading fitness professionals



Ben Cohen

Featuring a plethora of well-known names, the Keynote Theatre will be a headline act at this year's LIW



Hans Muench



Ray Algar



Kellie Maloney



Geoff Miller

including Mark Coles, Jamie Alderton, GB Weightlifting coach Sam Dovey, Commonwealth champion Zoe Smith and a whole host of other big names.

Demonstration areas

This year's show will include a number of demonstration areas – including the Jordan Fitness Functional Zone – that will put a spotlight on the latest trends in group training and functional fitness.

Featuring live workouts and interactive 'have-a-go' sessions encompassing the latest

techniques, equipment and trends in functional training, Jordan Fitness will deliver a high-energy programme designed to highlight ways in which leisure operators can maximise the revenue from their fitness classes – and indeed use functional fitness as a secondary spend opportunity.

The LIW pool will take centre stage once again, with a number of live swimming, aquatic, lifesaving and pool plant demonstrations. This year's sessions will include sessions from Adam Walker – the first Briton to swim the toughest seven oceans in ►



“We’re delighted by the response we’ve had to our acquisition of LIW. Our philosophy and fresh thinking have created an added air of anticipation for this year’s LIW”

Nick Orton, LIW CEO

- the world – and Simone Benhayon, the former ASA swim teacher of the year.

All sessions are designed to show leisure operators how they can increase participation and swimming frequency to cost-effectively maximise the revenue that is generated from their pool facility.

Networking

Given LIW’s prominence as a world-class meeting place for trade professionals in the leisure sector, networking retains huge importance in the revitalised programme. LIW will offer a number of networking events over the two days, including the ukactive VIP Connect programme, featuring a hosted lunch on the ukactive stand, networking and a reception on Tuesday 22 September.

LIW will also run the VIP 1000 Club, sponsored by XN Leisure, offering exhibitors the chance to register key clients and accounts for free refreshments and a comfortable meeting lounge off the show floor.

The VIP Lounge is part of a two-day programme run by sponsors Leisure-net Solutions, Right Directions, Bigwave media and Lifetime Training. Leisure-net and Bigwave will also run a seminar for marketing professionals and customer insight specialists, meanwhile Right Directions will be running a Quest training session.

On Wednesday, the VIP lounge will host an active-net pop-up networking lunch for invited delegates, followed by a quick-fire networking programme which will consist of five 10-minute meetings. ●

VISITING LIW

Venue: Hall 4, NEC, Birmingham, UK

Dates: Tuesday 22 and Wednesday 23 September 2015

Opening times: 09:00 – 17:00

Registration: Pre-register for the show for free before 7 September, at liw.online-registration.co.uk

Website: www.liw.co.uk

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SPA

£16m Spa at Ramside unveiled

The Spa at Ramside in Durham has opened after an investment of £16m. It follows the creation of a second championship golf course in 2014 and a new wing of 47 bedrooms at the hotel, which opened earlier this year.

Supplied by Penguin pools, the thermal suite includes a herbal sauna, Himalayan salt and aroma steamrooms, a tepidarium and a sunken amphitheatre sauna.

There is also a rasul mud chamber on offer, in addition to a sleep sanctuary with a selection of soundwave therapy beds.

Living Earth Crafts has supplied the treatment beds for the 14-treatment room facility – designed by Mark Green of Curveline – and Gharieni has supplied the loungers. Treatment products are by ESPA, Mii Cosmetics, Morgan Taylor and Salt of the Earth. Premier Software is the preferred software provider for this spa.

Beauty treatments are provided in a snug and hairdressing services take place in a salon by Reef. The spa's fitness suite will offer a programme of more than 40 classes every week.



The luxurious thermal suite was supplied by Penguin pools

“The interest we have already had in the spa has been phenomenal,” said Jill Russell, spa director for the Spa at Ramside.

“We are so excited to be able to finally show off what is undoubtedly going to be one of the finest spas in the country.”

Owned by John Adamson, who is also the proprietor of the Elizabethan country house Hardwick Hall in the north-east, the opening of the new spa at Ramside Hall Hotel has created approximately 60 new jobs. Details: http://lei.sr?a=J6d5v_O

UK Spa Association launches advice line

The UK Spa Association held a networking event at Stoke Park in Buckinghamshire last month, with around 120 industry figures in attendance.

At the event, the association debuted a new advice line, The Spa Line, designed to help members – especially smaller operators – answer questions and issues on a wide range of subjects.

Members can ask a question by emailing thespaline@spa-uk.org, and the question is then directed to the best member of an expert panel (made up of association members, operators and sales representatives) to answer it. Members will typically receive an answer within 48 hours. A record is also kept of the type of enquiry, so that the association can see the bigger picture of what types of topics members want to know more about.

“The Spa Line came about after a year of receiving questions from our members ranging from ‘Where can I get a risk assessment



The advice line was launched at the recent networking event

for my sauna?’ to ‘Which locker system would you recommend?’ through to ‘I could really do with some advice on how to improve my KPIs’ or ‘Are there any real reasons why I shouldn’t treat my client who has recently been diagnosed with cancer?’” said Lisa Barden, general manager of the UK Spa Association.

Barden said The Spa Line will allow members to ask questions in a more formalised way. Details: http://lei.sr?a=8c4c8_O



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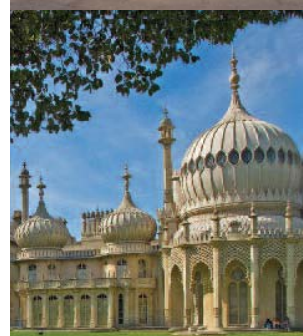
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BBC targets cultural collaborations

The BBC has laid out plans to work with the UK's top arts and science institutions to make the country "the greatest cultural force in the world."

Setting out a 10-year plan for the publicly-funded corporation, BBC director general Tony Hall said new initiatives include an 'Ideas Service', which will exist as an open online platform displaying materials from galleries, museums, universities and from the BBC itself.

"Our new, open BBC will act as a curator bringing the best from Britain's great cultural institutions and thinkers to everyone," said Hall. "Britain has some of the greatest cultural forces in the world. We want to join with them, working alongside them, to make Britain the greatest cultural force in the world."

"Where Google's mission is to organise the world's information, ours in a smaller way would be to understand it. We will work with anyone who can help us understand this ever more complex world."



BBC director general Tony Hall said new initiatives include the 'Ideas Service'

The UK is firmly established as one of the powerhouses of the global culture sector, with London alone boasting three of the 10 most visited museums and galleries in the world. These are the British Museum, National Gallery and the Tate Modern.

The newly-proposed co-operation between the BBC and the UK's institutions could expand these numbers and drive further visitors to Britain's cultural hubs – one of the key aims of the new government. Details: http://lei.sr?a=w4Q3H_O

VR film enables viewers to choose their own narrative

Click and point adventures are taking a revolutionary new step forward, with the debut of the world's first virtual reality (VR) choose-your-own-adventure feature film.

MansLaughter, created specifically for Samsung's Gear VR headset, puts viewers at the scene of a murder, letting them choose how the story in front of their eyes plays out in a completely immersive virtual world. All viewers start with the same introduction, setting the stage for what's to come later in the movie. From there, viewers can move through each scene, while also rewinding and fast-forwarding until they can create a picture of the story unfolding. Details: http://lei.sr?a=v7Y2s_O



Plans are being considered for a related attraction

Chester Zoo debuts Monsoon Forest

Chester Zoo has debuted phase two of its £40m Islands project, centred around the UK's largest indoor zoo exhibit, Monsoon Forest.

Developed to put the spotlight on a number of endangered species from Southeast Asia, the new exhibit features its own tropical weather system and a number of tropical plant species. In addition to the Sulawesi crested macaque, rhinoceros hornbill, Asian forest tortoise and the tentacled snake, Monsoon

Forest is home to two Sunda gharial crocodiles, which have had a special enclosure developed inside the exhibition with an underwater viewing area. Also included are raised walkways and free flight areas for the enclosure's birds. Still to come in the ongoing Islands development are the openings of the Sumatran tiger exhibit on the edge of the lazy river ride, the orangutan enclosure and a bird house featuring the rare Bali Starling.



Monsoon Forest is home to two Sunda gharial crocodiles

Following a successful launch in July, Islands is expected to increase footfall at the zoo by around 150,000, taking numbers to 1.5 million visitors annually. Islands is just the start for Chester Zoo, with the attraction's MD, Jamie Christon, exclusively telling *Leisure Opportunities* last month that the zoo is laying out an ambitious masterplan as it strives to become a 'world leader' in the sector. Details: http://lei.sr?a=q4v7z_O

'Superhenge' could spark major tourist attraction

Archaeologists mapping the earth beneath Stonehenge have discovered what has been dubbed 'superhenge', a collection of 100 stone monoliths dating back 4,500 years.

The stones, which measure up to 15ft (4.5m) in length, are about 10ft (3m) under the surface at Durrington Walls near Stonehenge. The Stonehenge Hidden Landscapes team, which made the discovery, have been creating an underground map of the area in a five-year project, with the most recent find being described as "unique" and "on an extraordinary scale".

With the potential to create further tourism opportunities for the area, concerns have been raised about possible site damage from plans to build a road tunnel to cut traffic-flow problems around Stonehenge. The site – which is five times larger than its 'little brother' – will become a part of the exhibition at the Stonehenge visitor centre, while the local authority is currently considering plans for unearthing the stones and turning superhenge into a visitor attraction in its own right. Details: http://lei.sr?a=f6T8z_O



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HOTELS

Man Utd legends sell hotel stake

Singapore-based real estate and investment company Rowsley – controlled by billionaire Peter Lim – has acquired a 75 per cent stake in Hotel Football in Manchester, the project driven by a quintet of Manchester United legends.

In a statement, Rowsley said it will pay £29.1m to acquire a 75 per cent shareholding in each of the Hotel Football-related businesses – the 133-bedroom hotel; Café Football, a 120-seat restaurant in east London; and GG Collections,

the hotel management company that manages Hotel Football and Café Football.

Hotel Football is the brainchild of five members of Manchester United's famed "Class of 92" group of players – Gary Neville, Ryan Giggs, Paul Scholes, Nicky Butt and Phil Neville. The deal further strengthens the business ties between Singaporean Lim and the former Man Utd players. The entrepreneur and the five players already jointly own Salford City Football Club, a semi-professional



(L-R) Paul Scholes, Nicky Butt, Ryan Giggs, Phil Neville and Gary Neville

outfit which the owners hope to steer into the Football League within the next five years.

Hotel Football – designed by AEW Architects – features its own rooftop football pitch, while Café Football boasts a menu designed by two-starred Michelin chef Michael Wignall.

According to Rowsley CEO Lock Wai Han, the deal will be "the first among others" that will pave the way for the company's entry into the hotel real estate and hotel management business. *Details:* http://lei.sr?a=s8S2G_O

Surge in hotel franchises: report

Europe's buoyant hotel market is likely to spark a boom in high-end hotel franchising over the next five years, with the prospect of solid returns likely to tempt opportunistic investors.

That is the conclusion of a new report by commercial real estate advisor CBRE, which anticipates more than half of new four-star full service hotel deals taking place over the next five years to be under a franchise model.

Based on analysis of room profitability (RevPAR) and yields, the report concludes owners will favour franchising as it allows them to retain operational control and maximise returns. Meanwhile, hotel companies are expected to continue to pursue the same model as it facilitates asset light strategies and increased brand distribution.

"We'll see more hotel companies offering franchises for their full service four-star brands as well as continue to push their limited service franchise brands," said Owen Pritchard, head



London is proving a popular destination for hotel franchising

of development EMEA at CBRE. "We understand from Hilton that franchises in Europe over the last two years accounted for nearly 57 per cent of total openings, whilst the pipeline shows this rising to just over 61 per cent of the total planned openings (in rooms)."

The sector has been quick to capitalise on the post-recession boom in hotel demand, with franchise models increasingly popular. In London, there are 3,705 rooms set to open in the next three years under a franchise agreement and 4,479 scheduled to open in regional UK. *Details:* http://lei.sr?a=U7s6d_O

Record inbound visits during H1

British inbound tourism maintained its momentum in the first half of 2015, setting a new record for overseas visitor numbers, according to new figures from the Office for National Statistics.

There were 16.8 million inbound visits to Britain from January to June 2015 – an increase of five per cent compared to the first half of 2014. The encouraging results come following a record year for inbound tourism with 34.8 million visitors coming to Britain's shores during 2014. In addition, visits to the UK by overseas visitors are 3 per cent higher in the twelve months to June 2015, compared to the previous twelve month period. In June, the UK welcomed 3.23 million visitors, in line with the record figure set in June 2014.

The North American market continues to show recovery, with an increase of 15 per cent during June compared to the previous year, while the number of visits for the first six months of 2015 were up by 4 per cent.

Despite the boost in visitor numbers, overall visitor spending stayed unexpectedly flat as a strong pound – particularly against the Euro – left visitors with less money to play with on their trips. Overseas visitors spent £2.1bn while in the



London remains a major draw for North American tourists

UK during June, 1 per cent below the record set in June 2014. However, overseas visitor spending remained on-par with the first six months of 2014, which became a record year for spend.

"Tourism continues to be one of Britain's most successful industries, where we are competing in an environment of shifting exchange rates," said Patricia Yates, VisitBritain director of strategy and communications. "It is also positive to see continued return to growth from North America, our most valuable market, and business visitors."

Details: http://lei.sr?a=s4g3S_O

UK could be wine tourism 'major player'

Britain has been tipped to become a significant destination for wine tourism, with vineyards and wineries across the country currently attracting more visitors than ever.

According to the Wine and Spirit Trade Association (WSTA), wine tourism remains an untapped asset for continued growth in the tourism sector. It says that with the bulk of English vineyards within an hour's train journey from London, wine tourism could be key in helping to grow the British tourism industry.

Citing David Cameron's recently announced Five Point Plan to boost tourism outside of London, the WSTA believes vineyards could be key to tempting tourists away from the capital and boosting overall spend. It says the average wine traveller in the USA spends £650 per trip on wine-related activities, underlining the potential of wineries to persuade visitors to "deliver fantastic growth for UK Plc."



Rathfinney wine estate in Sussex is expanding due to visitor demand

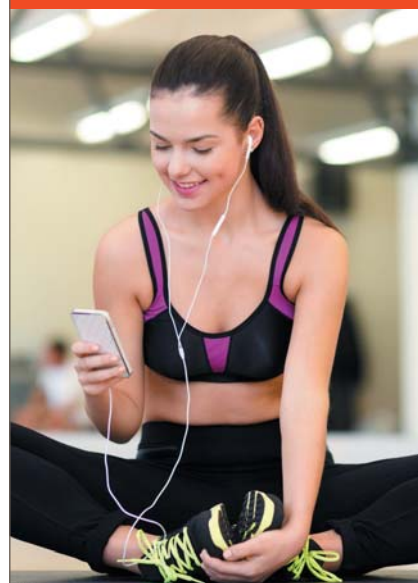
With 470 vineyards and growing, the UK wine industry is beginning to grow in stature and visitor numbers are starting to reflect that. Eager to capitalise on their growing popularity, many wineries are adding restaurants, cafés and even accommodation to their premises to keep visitor numbers growing.

"It is an exciting realisation that our vineyards and wineries are competing with the best in the world," said the CEO of WSTA, Miles Beale.

Details: http://lei.sr?a=Q6D7V_O



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PROPERTY

£200m fund has a lust for leisure

A new £200m investment fund seeking opportunities to acquire leisure properties has completed its first three transactions and is on the hunt for further assets.

Property investment company Otium Real Estate raised £200m in December 2014 for its leisure-focused fund Otium Leisure Ventures, which seeks to add value through active asset management. Exclusively targeting leisure real estate – such as leisure parks, city centre leisure blocks and stand-alone assets including cinemas, restaurants, health clubs and bowling alleys – the acquisition of the first three assets totalled more than £30m.

The initial transactions include the Nuffield Health gym in Cannock for £4m, the Westgate Leisure Park in Wakefield for £12m and, most recently, the Newport Leisure Park at £14m. The Westgate Leisure Park and the Newport Leisure Park house a selection of well-known leisure brands such as Cineworld, Nandos, McDonalds, Harvester, Frankie & Bennys, Pizza Hut and Mecca. According to Otium, other deals are in the pipeline.



Otium CEO Ashley Blake (left), with FD Pierre Hardy

“We’re delighted to have successfully acquired these three assets within seven months of our fund launch and achieved the creation of our first fund,” said Ashley Blake, CEO of Otium Real Estate. “The leisure market is in great shape, with acquisition opportunities for those with specialist sector knowledge. Strong occupational demand and increasing consumer confidence are boosting leisure spending, making it an outperforming sector for property investment.” Details: http://lei.sr?a=z4j3g_O

Arup's Glass pool for London skyline

Developer Ballymore has announced a world's first – a glass sky pool spanning two apartment blocks in its Nine Elms urban regeneration development next to Battersea Power Station in London.

The 25m (82ft) pool, which will be 5m (16ft) wide, will enable residents to swim between the buildings with only eight inches of glass between them and a 10-storey drop.

The building will also feature a rooftop bar, a spa and an orangery. A bridge running parallel with the pool will enable residents and visitors to also walk between the buildings.

Ballymore Group chair and CEO, Sean Mulryan said: “I wanted to do something that had never been done before – the experience will be unique, it will feel like floating through the air in central London. The Sky Pool’s transparent structure is the result of significant advancements in



The pool will use state-of-the-art aquarium and construction technology

technologies over the last decade,” he added, “My vision stemmed from a desire to push the boundaries of construction and engineering.”

The pool was designed by Arup Associates, marine design engineers Eckersley O’Callaghan and aquarium designer Reynolds.

The apartments are part of the 2,000-home Embassy Gardens development in a regeneration scheme masterplanned by Foster + Partners and Frank Gehry, which has attracted controversy for its high pricing and designer styling. Details: http://lei.sr?a=Z3K4T_O



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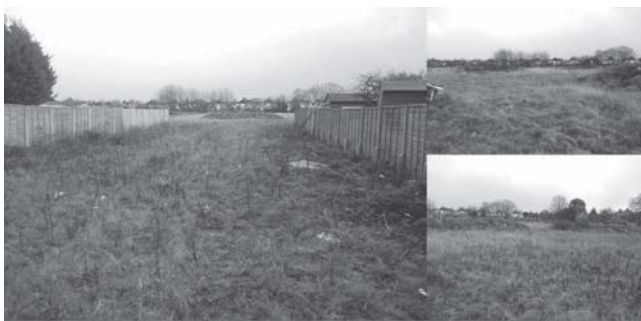
This is a market research exercise only which closes on on 31st October 2015.

To learn more about the site, please visit: www.wattylercountrypark.org.uk

For an information pack or to arrange a site visit, please contact: Tracey Bromley, Basildon Borough Council, 01268 208084 Email: tracey.bromley@basildon.gov.uk

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Apprenticeship standards approved

Efforts to revolutionise physical activity sector apprenticeships have taken a solid step forward after the Department for Business, Innovation and Skills approved the frameworks for two new apprenticeships under the Trailblazer initiative.

The government-backed programme Trailblazer programme places responsibility for defining apprenticeship standards in the hands of employers, enabling the industry to streamline training pathways and proactively address skills shortages.

The first two approved apprenticeship standards are those for personal trainer and leisure duty manager roles. CIMSPA, which co-ordinated and funded the application for the standards with support from ukactive, will manage the development of assessment plans for both standards, readying them for delivery.

"I'm very pleased that the hard work of the employers who took part in this process has paid off with the news that government has approved our apprenticeship standards,"



Richard Millard is chair of the Activity Trailblazer group

said Richard Millard, partnerships director at Places for People Leisure and chair of the physical activity Trailblazer. "The continued success of the physical activity Trailblazer process brings us closer to achieving the goal of delivering a future-fit, skilled workforce ready to give both private and public sector employers the high quality staff they need, and to take on the challenges of the wider preventative health agenda."

Details: http://lei.sr?a=j8E9z_O

Fitness suppliers seek training tie-ups

Leading fitness suppliers are turning to partnerships with training providers to offer their clients a wider range of fitness solutions.

Competition among suppliers has been heating up recently and the new strategy could be viewed as equipment providers seeking to gain a competitive edge by adding educational aspects as part of their overall package.

Both Matrix Fitness and Life Fitness recently announced tie-ups with training companies to bolster their offerings, meanwhile Precor has launched a web-based hub to help educate customers and fitness professionals called Precor Coaching Centre.

For Matrix, the partnership with Lifetime Training is intended to provide Matrix customers with quality training and education so their fitness teams can provide member-focused service and help to improve retention. Lifetime will provide a suite of REPs-accredited courses designed to enable clubs and centres using Matrix equipment to ensure their teams of trainers are fully educated in the delivery and execution of all major programmes.

Meanwhile, Life Fitness Academy (LFA), the training and education arm of Life Fitness, has



Life Fitness is working with YMCA Awards

teamed up with YMCA Awards to create a new series of Level 2 and 3 courses for its clients.

"We're committed to offering the best training solutions to clients and supporting their development," said Nick Mennell, global education manager for Life Fitness Academy.

For Precor, its new Coaching Centre is designed to offer a wealth of web-based information and tips to help fitness professionals and exercisers optimise their workouts, and ensure operators get the most value out of their equipment.

Details: http://lei.sr?a=z9v6g_O

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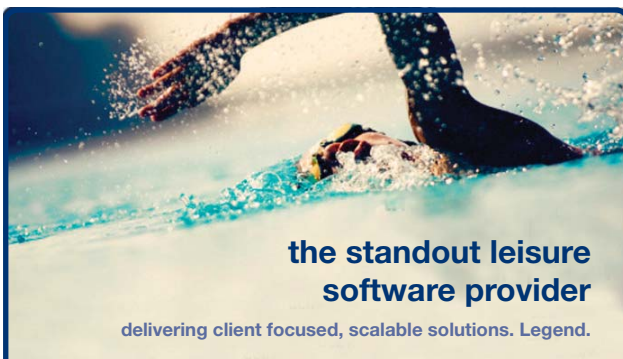
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Company: Castle Point Borough Council
Location: Essex, UK

Assistant General Manager

Company: The Gym Group
Location: London Alpertown, UK

MoveGB Customer Motivator

Company: Move GB
Location: Bath, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Part-Time Fitness Instructor

Company: énergie group
Location: Thornliebank, UK

Membership Consultant

Company: Everyone Active
Location: Watford, UK

Receptionist

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

Duty Manager

Company: Parkwood Leisure
Location: Chapel-en-le-frith, UK

Recreational Assistant

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

Lifeguard

Company: Swimming Tales
Location: Rayleigh, Essex, UK

PT Tutor

Company: The Training Room
Location: Liverpool, UK

Site Safety Co-ordinator

Company: Everyone Active
Location: Southam Leisure Centre, UK

Assistant Manager

Company: Cricket Centre Loughborough University
Location: Loughborough, UK

General Manager

Company: The Gym Group
Location: London Ealing, UK

Lifeguards

Company: Loughborough University
Location: Loughborough, UK

Duty Manager

Company: Parkwood Leisure
Location: Bristol, UK

Lifeguards

Company: GLL
Location: Various locations, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Bedfordshire, England

Duty Manager

Company: Parkwood Leisure
Location: Thetford, UK

General Manager

Company: The Gym Group
Location: Peterborough, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Customer Services

Assistant Manager

Company: Sport Wales
Location: Cardiff, UK

Lifeguards

Company: Everyone Active
Location: Various locations, UK

College Sport Maker

Company: Woodhouse College
Location: Finchley, London, UK

Sales consultant

Company: Everyone Active
Location: Basildon, UK

Cafe bar Supervisor

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

Assistant General Manager

Company: The Gym Group
Location: Bristol, UK

Leisure Assistants

Company: Harlow Leisurezone
Location: Harlow, UK

Sales Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Fitness Instructor

Company: énergie group
Location: Eastbourne, UK

Duty Manager

Company: Legacy Leisure
Location: Newbury, UK

Swim Teachers - Level 1

Company: Brio Leisure
Location: West Cheshire, UK

Sport & Leisure Assistant

Company: The Knole Academy
Location: Sevenoaks, Kent, UK

Front Of House Receptionist

Company: Everyone Active
Location: Loughton, UK

Active Communities Officer

Company: Slough Borough Council
Location: Slough, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

Aqua-Zone Co-ordinator (P/T)

Company: Legacy Leisure
Location: Exeter, UK

Recreation Assistants

Company: King's Lynn & West Norfolk
Location: Norfolk, UK

General Manager

Company: Fusion Lifestyle
Location: Various locations, England

Membership Consultant

Company: Everyone Active
Location: Loughton, Essex, UK

Sports Assistants

Company: Everyone Active
Location: Bristol, UK

Food and Beverage Assistant

Company: Legacy Leisure
Location: Exeter, UK

Team Leader

Company: Everyone Active
Location: Bristol, UK

Senior Recreation Assistant

Company: GLL
Location: Rugby, Warwickshire, UK

Fitness Instructor (Part Time)

Company: énergie group
Location: Milton Keynes, UK

Catering Duty Manager

Company: Legacy Leisure
Location: Exeter, UK

Health and Fitness Manager

Company: University of Leeds
Location: Leeds, UK

Food and Beverage Assistant

Company: Parkwood Leisure
Location: Cardiff, UK

Swimming Teacher

Company: Everyone Active
Location: Fareham & Bedworth, UK

Membership Consultant

Company: Everyone Active
Location: Poole, UK

Duty Manager

Company: Hertfordshire Sports Village
Location: Hatfield, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Kettering, UK

PT Tutor

Company: The Training Room
Location: Witham, UK

Food & Beverage Assistant

Company: Parkwood Leisure
Location: Sidcup, Bexley, UK

Fitness Instructor

Company: énergie group
Location: Oldbury, UK

Dry Side Leisure Assistant

Company: GLL
Location: London, UK

Assistant General Manager

Company: The Gym Group
Location: Southampton East, UK

Reception Manager

Company: Hertfordshire Sports Village
Location: Hatfield, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Gym Manager

Company: énergie group
Location: Oldbury, UK

Sports Development Manager

Company: Everyone Active
Location: Basildon, UK

Leisure Assistant

Company: South Norfolk Council
Location: South Norfolk, UK

Dual Fitness Instructor and

Sales Promotor/Advisor

Company: énergie group
Location: Lincoln, UK

Front of House Manager

Company: Everyone Active
Location: Aylesbury, UK

Club Manager

Company: Matt Roberts
Location: Hampstead, UK

Training Manager

Company: Parkwood Holdings
Location: Worcester, UK

Member Services Advisor

Company: Pure Gym Limited
Location: Leeds Central Support, UK

OneKX Casual Receptionist

Company: YMCAfit
Location: Central London, UK

Membership Sales Consultant

Company: énergie group
Location: Harrow, UK

Club Manager

Company: énergie group
Location: East London, UK

Community Officer

Company: Havant Borough Council
Location: Havant

Area Aquatic Lead

Company: Everybody Sport & Recreation
Location: Cheshire, UK

Personal Trainer

Company: YMCA Club
Location: Central London, UK

Health and Fitness Coach

Company: King's College London
Location: London, UK

Event Crew

Company: Big Bang Promotions
Location: Sheffield / London, UK

General Manager

Company: The Gym Group
Location: Glasgow, UK

Duty Manager

Company: Parkwood Leisure
Location: Kettering, UK

Membership Manager

Company: Everyone Active
Location: Loughton, Essex, UK

Impact Membership Manager

Company: Everyone Active
Location: Various locations, UK

Development Manager

Company: Uni of Birmingham Sport
Location: Birmingham

Club Managers

Company: English Lakes Hotels
Location: Windermere, Cumbria, UK

Duty Manager

Company: Castle Point Borough Council
Location: Essex, UK

Club Promoter(P/T)

Company: énergie group
Location: Ely, UK

Level 2 Fitness Instructor

Company: énergie group
Location: Ely, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Fitness Instructor

Company: énergie group
Location: Lincoln, UK

Personal Trainers

Company: Matt Roberts
Location: London, UK, UK

Fitness Instructor

Company: GLL
Location: Chiltern

Customer Service Advisor (P/T)

Company: GLL
Location: Bath / Somerset, UK

Personal Trainer

Company: énergie group
Location: Oldbury, UK

Maintenance Engineer

Company: Everyone Active
Location: Epping/Ongar/Loughton, UK

Spa Therapists

Company: The Academy
Location: North Yorkshire, UK

Beauty Therapist

Company: Energie
Location: St Albans, Hertfordshire, UK

Principal Consultant

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

Swim Teachers

Company: Everyone Active
Location: Nuneaton, UK

Sales and Marketing Manager

Company: Parkwood Leisure
Location: North Solihull Sports Centre, UK

Fitness Instructor (Part time)

Company: énergie group
Location: Enfield, UK

General Manager (maternity cover)

Company: The Gym Group
Location: Norwich, UK

Assistant General Manager

Company: The Gym Group
Location: Norwich, UK

Maintenance and Service

National Support Manager

Company: Bourne Leisure-Butlins
Location: Flexible location with UK travel

Instructor

Company: Parkwood Leisure
Location: Merthyr Tydfil, UK

Recreation Assistant/Lifeguard

Company: Royal Automobile Club
Location: Epsom, UK

Spa Receptionist

Company: Reebok Sports Club
Location: Canary Wharf, London, UK

Membership Adviser

Company: The Sports Village
Location: Sutton, Surrey, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: Bedfordshire, England

Assist Health & Fitness Manager

Company: University of Nottingham
Location: Nottingham, UK

Catering Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Sports Assistant

Company: The Hawthorns School
Location: Surrey, UK

Membership Sales Advisor

Company: Energie Group
Location: Andover, UK

Swim Teacher

Company: Everyone Active
Location: Cirencester, UK

Swim Teacher

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

Football Coach Level 2

Company: Everyone Active
Location: Stowmarket, UK

Trampoline Coach Level 1 or 2

Company: Everyone Active
Location: Stowmarket, UK

Membership Manager

Company: énergie group
Location: Leighton Buzzard, UK

Personal Trainer

Company: énergie group
Location: Fit4Less Cheadle Hulme, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Gymnastic Coaches Level 1 & 2

Company: Everyone Active
Location: Fareham, Hampshire, UK

Reception / Front of House

Company: énergie group
Location: Dundee, UK

Front of House Apprentice

Company: Everyone Active
Location: Staines, UK

Impact Sales Consultant

Company: Xercise4Less
Location: North West & Scotland, UK

General Manager

Company: Xercise4Less
Location: Shrewsbury, Rugby, Derby, UK

Membership Consultant

Company: Xercise4Less
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Shrewsbury/Rugby/Derby, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

General Managers

Company: The Gym Group
Location: various locations, UK

Swimming Teacher

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

Franchise Opportunities

Company: Premier Sport
Location: Nationwide, UK

Play Touch Rugby

Company: The Rugby Football League
Location: Nationwide, UK

Spa Therapist

Company: Stoke Park
Location: Buckinghamshire

Spa Manager

Company: Luton Hoo Hotel Golf & Spa
Location: Luton, UK

Freelance Massage Trainers

Company: Subtle Energies
Location: Europe/UAE/Worldwide

Spa Therapists

Company: Lifehouse Spa & Hotel
Location: Essex, UK

Spa Attendant

Company: Dormy House
Location: Worcestershire, UK

Spa Therapist

Company: Grand Jersey Hotel and Spa
Location: Jersey, UK

Spa Therapist

Company: Faversham Arms Hotel
Location: North Yorkshire, UK

Group Spa Manager

Company: Center Parcs Ltd
Location: Nottingham, UK

Spa Therapist

Company: Four Seasons Hotel
Location: Hampshire, UK

Assistant Spa Director

Company: Four Seasons Hotel
Location: Hampshire, UK

Events & Entertainments Mngr

Company: Thorpe Park Resort
Location: Surrey, UK

Director of Guest Services

Company: Paignton Zoo
Location: Paignton, UK

Visitor Services Team Leader

Company: The Hepworth Wakefield
Location: Wakefield

General Manager

Company: Oakwood Theme Park
Location: Narberth, Pembrokeshire, UK

Retail Manager

Company: West Midland Safari Park
Location: Worcestershire, UK

Hotel Resident Manager

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

Duty Manager

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

Events Lead

Company: LEGOLAND California
Location: California-Carlsbad, US

Marketing Associate

Company: LEGOLAND California
Location: California-Carlsbad, US

Technical Supervisor

Company: Legoland Discovery
Location: Illinois-Schaumburg, US

Water Park Manager

Company: LEGOLAND Florida
Location: Florida-Winter Haven, US

Head of Sales

Company: Merlin Entertainments
Location: Florida, US

Commercial Manager

Company: Merlin Entertainments
Location: New York, US

Head of Marketing

Company: Sea Life
Location: Arizona, US

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Quarter of adults 'fearful' of gyms

Continued from front cover

The new findings help to shed light on the barriers holding back potential gym members. Although the number of adults who are members of gyms has been slowly increasing in recent years, nearly 87 per cent of the UK's adult population are still not signed up to a club.

One of the biggest drivers of membership growth has been budget gyms, which have enjoyed rapid growth since the recession. However, the business model relies on minimal staffing levels for its low cost proposition, meaning it could be tough for budget gyms to address some of the concerns raised in the survey – such as the fear of not having staff on hand to help.

Among the things Britons said they would like to see in gyms, 33 per cent want hints and tips on how to get the most out of exercising and using the equipment. Around 60 per cent want to discover new ways to exercise, while of the regular gym goers surveyed, 20 per cent are interested in re-educating themselves to help them discover new classes and routines.



People avoid the gym due to uncertainty around how to use the kit

Virgin Active says the findings have inspired its new "Get to Grips" programme based on bookable education sessions, designed to give people a taster of multiple exercise routines.

"We appreciate that first time members might feel intimidated getting familiar with all the classes and facilities in our clubs," said Virgin Active head of fitness Andy Birch.

"It's even true for people who have been members for a while, but fancy a go at something completely different. These 'Get to Grips' classes seek to tackle those fears head-on."

Details: http://lei.sr?a=V2A5j_O

Guinness Storehouse toasts top prize

The Guinness Storehouse in Dublin has claimed the title of Europe's leading tourist destination at the World Travel Awards in Sardinia, Italy.

During a night which also saw Russia's St Petersburg named best tourist city in Europe and Disneyland Paris awarded the title of Europe's leading themed resort, the Guinness Storehouse beat out the likes of Paris's Eiffel Tower, the Roman Colosseum and London's Buckingham Palace as the best tourist attraction to visit on the continent.

The Storehouse, which is Ireland's most-visited tourist attraction, tells the story of the 250-year-old Guinness brand, with more than 13 million people visiting the attraction since it first opened in 2006. According to recent statistics, 92 per cent of all visitors to the attraction are not from Ireland, with the



The Storehouse team saw off fierce competition for the award

top five nationalities of those visiting being American, British, French, German and Italian. Along with winners in other categories, the Storehouse will now move forward to the World Travel Awards Grand Final, due to take place in Morocco on 12 December.

Details: http://lei.sr?a=T9J5j_O

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- Vanity units
- Bench seating

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"I first met John Gibbs 16 years ago in my office with my accountant. He said: 'Trust me, and I will deliver you great changing rooms your members will love to use'. True to his word, he and the Craftsman team did just that, and his lockers are still going strong. I remain confident in their ability to deliver a design and quality of installation to surpass customer expectations. I would recommend Craftsman to anyone looking for changing rooms that have style and substance."

David Bloomberg: Partner at Old Hall Country Club



A luxury setting at Pennyhill Park Hotel



Titanic Spa: Style meets practicality

Hotels & Spas that have benefited from the Craftsman experience

- Pennyhill Park Hotel
- Titanic Spa
- Cornwall Hotel & Spa
- Seaham Hall Hotel
- Lagoon Spa
- Rushton Hall Hotel & Spa
- Rockcliffe Hall
- Wyboston Lakes Hotel
- Calcot Manor Hotel
- The Chapel
- Stanley House Hotel
- Abama Golf and Spa
- The Grove
- Reynolds Fitness Spa

Craftsman partner 1Rebel - a shining force in fitness

City boutique founders hail eye-popping impact of top-end changing provision



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

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

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

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

Intrinsic to that vision are the changing rooms. Co-founders James Balfour

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



and Giles Dean are in no doubt about their importance. Balfour says their quality and size represent a “major selling point”. Fully stocked with top-end grooming and skin-care products, they feature vintage barbers’ chairs, unlimited towels, hair-straighteners and charging sockets for mobile phones.

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

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

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

The operator plans more boutiques across London and a second is due to open this September, with Craftsman specified as the preferred partner for the changing provision.

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

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

PULSE BEAT

THE COMPANY NEWSLETTER



When I look back at how far we've come over the past 35 years, it's hard to believe that a personal desire for a better set of free weights – which my brother Dave and I built at our mother's home – would grow into a multi-million pound leisure business. Since then the organisation has come a long way with over 250 products in our portfolio and more than 350 employees. We now have over 10,000 customers, represented in 32 countries and have invested more than £50 million in leisure development projects.

As I reflect on the changes in the industry over the last four decades, I can say with certainty that it is our flexibility and diversity as a company which has allowed us to overcome challenges and survive difficult times.

Today our unique business structure is at the heart of our continued success. As an organisation we are able to offer viable leisure solutions to suit all budgets and this is down to our diverse offering. With a large portfolio of services we are in the perfect position to provide our partners with value for money and bespoke long term solutions.

Our team continue to deliver fantastic results at a time when budgets are being squeezed. The past year alone has seen us provide a wide range of

solutions – from equipment fit outs to design and build projects and full operational services – including:

- We provided Total Fitness with a full range of fitness equipment for 17 sites as part of the acclaimed turnaround of their business
- Wilshire Council appointed us to provide equipment but with the addition of our marketing support services until 2019
- We were chosen as a supplier for the new £1.5million spa at The Spa at The Midland within The Midland Hotel in Manchester
- Sport Aberdeen have appointed Pulse as the new fitness development partner for the next five years
- The design, fit out and operation of the new iGym in partnership with Imperial college London

I'm additionally proud of our organisations sustainability. Over 75% of our customers have worked in partnership with Pulse for more than 10 years and we have continually increased membership growth and participation at our operational sites.

To improve as an organisation it's important we continually review our offering and adapt to market trends. We have an excellent in-house research and

development team, and with their expertise we have been able to develop a wide array of future-proof solutions including Pulse Move – our innovative tracking software solution which is helping operators to build meaningful relationships with members by delivering valuable insight for greater efficiency and profitability. On the operational side, we take our role as strategic leisure development partner seriously; our marketing team ensure they are constantly producing fresh and modern sales campaigns, while our project managers are always on site, looking for opportunities to re-purpose underperforming areas and maximise revenue.

It's clear that Pulse has the expertise to successfully deliver any project and I look forward to continuing to build upon our strong foundations as a leading leisure solutions provider.

Healthy regards,

Chris Johnson
Managing Director
of Pulse



KEEP IN TOUCH **WITH PULSE:**



THERE'S SOMETHING FOR EVERYONE WITH OUR **EXTENSIVE FITNESS EQUIPMENT RANGE**



Pulse equips luxury fitness facility at the Midland Hotel

After taking part in a rigorous tender process and demonstrating, Pulse were the right choice to deliver a premium facility. We were awarded the contract to create a brand new fitness facility at the prestigious The Spa at The Midland within The Midland Hotel in Manchester. The £100k contract was part of a wider £1.5m redevelopment project by QHotels which included a range of premium leisure facilities.

To deliver a facility in keeping with the hotel's luxury status the fitness suite was fitted out with the highest specification equipment from Pulse's cardiovascular and strength ranges. We also installed a free weights area in a modern design, and a functional training rig in a bespoke configuration for the compact space.



Pulse become fitness supplier for 1Life

Pulse have installed a range of equipment at three 1Life facilities: St Crispin's Leisure Centre, Loddon Valley Leisure Centre and Carnival Pool & Fitness Centre. As leaders in innovation, 1Life were extremely impressed with Pulse's technologically advanced equipment, in particular the Console 6; an 18.5" android tablet touch screen in an ultra-modern design, which incorporates market leading technology to allow members to experience digital TV and radio as well as full internet browsing and social media access while they workout.

"At 1Life we offer our customers the very best health and fitness experience by embracing the latest innovations and technology. After seeing and trying Pulse's range of fitness equipment first hand it was an easy decision to install it at Loddon Valley Leisure Centre, St Crispin's Leisure Centre and Carnival Pool & Fitness Centre in partnership with Wokingham Borough Council. The equipment is high quality whilst offering excellent value for money and the service and warranty option gives us complete piece of mind. The touch-screen consoles on the cardio equipment are extremely impressive and exactly the sort of market-leading technology we strive to put into our gyms," says Stephen Waterman, Commercial Director for 1Life.

Equipment investment transforms Redhill Leisure Centre gym into cutting edge facility

Pulse has transformed a tired gym at Redhill Leisure Centre into a future proof fitness facility encompassing the latest technology. Gedling Borough Council's aim was to create an impressive space, containing technologically advanced equipment that was fit for the future, allowing the centre to increase and retain their 1380-strong membership base.

Pulse drew upon their 35 years experience to help Gedling Borough Council redesign the space. The new facility includes Pulse's top-of-the-range Series 3 Fusion Cardio line, as well as Concept 2 Rowers, Watt bikes, and Stair Masters. Pulse also advised on the installation of a new functional training rig to ensure the centre had a comprehensive offering which would appeal to new as well as existing members.

PROVIDING OPERATIONAL SOLUTIONS FOR **GREATER EFFICIENCY AND PROFITABILITY**



Pulse expands sales and marketing contract with Sentinel Leisure Trust

Following the success of Pulse's unique business model at Waterlane Leisure Centre which has generated a total annual income rise of 18%, Pulse were a natural fit to work in partnership with the Sentinel Leisure Trust to support their new sites with sales and marketing services.

The Trust has recently taken over the operation of Broadlands Park, Marina Leisure Centre and Phoenix Pool with help and support from Pulse. Pulse will be providing dedicated sales staff to help grow membership, while the expert marketing team will be delivering all branding and marketing. The Pulse team will be working to ensure continuity is kept to a high standard across all SLT sites whilst, Pulse's seamless technology will ensure members use just one membership card to access all five sites in the portfolio.

Cross-selling strategy at Pulse Soccer Barrow increases revenue



An ongoing relationship with Barrow Borough Council, which began in 2008, continues to go from strength to strength. The highly efficient operation at Pulse Soccer Barrow which is fully operated by Pulse, as well as the adjoining Park Leisure Centre, for which Pulse has responsibility for sales and marketing has resulted in a 500% increase in weekly usage and a 30% increase in membership.

As leisure development partner for the next 22 years Pulse continually looks for ways to increase profits. Cross-selling of facilities since the opening of the soccer centre, has led to gym membership sales reaching an all-time high.

At Pulse we are continually looking for ways to engage more of the community, improve accessibility and to create new revenue streams. At Pulse Soccer Barrow we have put that expertise into practice by offering children's parties, a function venue and walking football sessions. The centre has now become a social hub in the town.

Keith Johnson, assistant director of community services at Barrow Borough Council says: "Pulse has an excellent reputation for increasing community engagement and providing affordable, accessible activities. It's been great to see a significant increase in visitor numbers and Pulse have continued to make fantastic improvements."



Greenvale Leisure Centre continues to exceed expectations

We are pleased to report a successful fourth year of operation at Greenvale Leisure Centre, which is fully managed by Pulse. The site boasts over 10,000 members catering for the significant majority of the local community and also runs more than 1100 swimming lessons every week. Participation at the centre has vastly exceeded the expectations of all parties. The £380 annual family membership has enabled the whole community to use the centre, removing cost as a participation barrier.

Pulse works in partnership with Mid Ulster Council to ensure the centre meets the needs of all users and that targets continue to be hit. Pulse strives to deliver highly efficient operation at the facility through excellent customer service, staff training and robust IT and software systems.

Keeping prices low makes the centre truly inclusive and affordable and has brought a much greater volume of members than would have been achieved at market value. The sheer number of members signing up continues to make this a profitable venture for all parties.



LEISURE FACILITY TRANSFORMATIONS FIT FOR THE FUTURE



Reinvesting in Pulse Health and Fitness Carshalton

In 2009 Pulse won a tender to redesign, build and operate Pulse Health and Fitness Carshalton on behalf of Carshalton College. As part of the partnership contract Pulse make a re-investment in the facility every five years.

Going far beyond a standard refresh, Pulse are completely redecorating the centre, refreshing the branding and installing new equipment and facilities to bring the centre right up to date and enhance member experience. The total refurbishment project is being completed in just three weeks. Strategic member communication and the creation of a temporary gym has allowed the centre to remain open throughout the project with minimal operational impact.

The fitness suite is set to benefit from a complete overhaul and an exciting new layout, with new equipment. Underutilised space has been identified and will be used as the site of a new sauna and experience shower which will complement the existing facilities and create a relaxing spa setting. The changing areas will benefit from a refresh and new lockers.

Market-leading technology will set Pulse Health and Fitness Carshalton apart from the local competition. SPIVI software is being installed to enhance the group cycling experience with features including 3D scenery and a real time leader board, while all members will be able to track their workouts using the new PulseMove system.

Pulse become Sport Aberdeen's Fitness Development Partner



This new contract will see Pulse work with Sport Aberdeen to redevelop eight facilities. As part of the contract Pulse will identify and advise

Sport Aberdeen on how they can improve their existing fitness provisions whilst meeting the needs of the local community.

"We look forward to working with Sport Aberdeen on this exciting project," says Chris Johnson. "With experience in design, build, fit out and operation – all in house at Pulse – we are perfectly placed to make recommendations and deliver facilities and services that will provide sustainable, future-proof leisure provision for the trust."



Pulse designs and creates iGym in just 10 weeks!

Imperial College London gave Pulse carte blanche to create an impressive facility which would appeal to both the student market and the general public. Pulse began by creating an identity for the centre using a bold orange and black colour scheme, striking wall art and the inspirational strapline 'I can, I will, iGym'.

Every aspect of the facility has been designed and fitted by Pulse, from the internal walls to the studios, changing area and even an additional second floor group cycle studio to maximise space. The facility has been fitted out to the highest standard; incorporating as much technology as possible to tie-in with brand. Durable materials such as chequer plating in the free weights area, galvanised steel partitions to the gym, exposed ceilings, colour strip lighting, walnut finish doors and floors give a modern industrial look – in vogue with the students. The design team have given the interior a quirky twist – contrasting all the technology and modern design interior with large format artwork of vintage images dating back to the 1940's.

In just 10 weeks the space has successfully been transformed from an empty shell to a modern, sleek and very unique facility.compact space.



LET PULSE **INSPIRE YOU:**

Get in touch today to discover how Pulse can help you to transform your leisure facilities.
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