

leisureopportunities

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Crouch urges councils to invest in activity

Sports minister Tracey Crouch has urged local authorities to invest in physical activity, despite large cuts to the Department of Communities and Local Government (DCLG) in the latest spending review.

During Crouch's first Culture, Media and Sport Select Committee hearing since the publication of the government's sports strategy – *Sporting Future* – she said that local government was expected to play its part as the “largest public sector investor in sport”.

Local authorities spend more than £1bn per year on sport and physical activity, excluding capital spend.

She said that despite a budget decrease of up to 30 per cent for the DCLG during the current parliament, announced by chancellor George Osborne last November, the Department of Culture, Media and Sport (DCMS) had not audited the effect the cuts would have on local authority sport delivery. However, Crouch highlighted the work



Crouch said councils can reap rewards by investing in activity

done by local councils in Kent, the county of her Chatham and Aylesford constituency, which “had not taken an axe to its sports and leisure facilities” and was seeing improvements in health as a consequence. “It’s controversial to say, but Medway

Council kept the free swimming for under-16 and over-60s and as a consequence people are still participating,” she added.

Under the terms of the new sports strategy, local authorities will be eligible to bid for Sport England funding to develop and implement physical activity strategies if they are located in areas where participation is lower than average.

Crouch was quizzed by MPs about recording “tangible results” for some of the pilot schemes Sport England is expected to fund in accordance with the strategy. The first annual report will be published in December and Crouch conceded some aspects, such as measuring participation by women

and those from lower socioeconomic groups, were easier to record than the effect the strategy would have on mental health and social value, although she was “confident it will be able to meet the targets set.”
Details: http://lei.sr?a=D3H8X_O

‘Millionaire Clown’ stars at VAE trade show

The Visitor Attraction Expo (VAE) is featuring a series of seminars led with a session by Partyman World founder and author James Sinclair.

Sinclair, author of entertainment business book *The Millionaire Clown*, is giving a talk entitled ‘Compete on Experience or Price’ at the conference thread of the trade show, which launched in 2015 at the ExCeL in London. This year’s show is running alongside EAG International at the ExCeL exhibition centre in London until 14 January 2016.
Details: http://lei.sr?a=C5h6b_O

Equinox campaign champions loyalty

Premium health and fitness operator Equinox has launched a challenging new year fitness campaign to revive the ailing concept of consumer loyalty to their gym.

Although it is one of thousands of health club marketing campaigns to launch during the busy new year period, the Equinox concept is significant as it seeks to reverse the current narrative of consumers becoming less loyal to a specific workout space, by holding up commitment as something to be proud of.

The provocative campaign features a collection of seven images shot by famous fashion photographer Steven Klein, urging consumers to “Commit to Something.” The



The new campaign features provocative shots

striking pictures include a mother unapologetically breastfeeding twins in a restaurant, an activist fearlessly taking a stand for her cause and a male-cheerleading champion proudly posing in front of his trophies.
Continued on back cover

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Sport prominent in NY Honours list

More than 40 men and women involved in sport were recognised on the New Year Honours List, with Heather Rabbatts and AP McCoy awarded a damehood and knighthood respectively.

Rabbatts, the Football Association's (FA) only female board member, was awarded for public service and services to football and equality, while McCoy was recognised for his services to horse racing in a career in which he rode over 4,000 winning horses.

Elsewhere, British Cycling president Robert Howden, Lawn Tennis Association president Cathie Sabin and British Canoe Union chief executive Paul Owen were awarded Officers of the Order of the British Empire (OBE), representing a solid haul for sports governing bodies.

Women's sport was also widely recognised, with two of England's 2015 football World Cup squad – Steph Houghton and Fara Williams – given Members of the Order of the British Empire (MBE) titles. England netball squad head coach Tracey Neville was



Heather Rabbatts, the FA's only female board member, was honoured

also awarded an MBE, as was Gaynor Jones for her service to golf and work to further the development of women's golf in Wales.

"Perhaps we are finally reaching the day that we can move away from counting the number of women on the list and focus on their achievements," said Women in Sport chief executive Ruth Holdaway.

Elite sportspeople recognised in 2016 included cyclist Chris Froome, snooker player Ronnie O'Sullivan (both OBE) and boxer Carl Frampton (MBE).

For the full honours list, visit the link below.
Details: http://lei.sr?a=J6s6A_O

AFC Wimbledon stadium plans approved

Merton Council has given the green light for AFC Wimbledon's £20m stadium development to be built near the site of its former Plough Lane home.

The League Two club found out the fate of its ambitious proposal during a Merton Civic Centre meeting last month (10 December). It first submitted the plans to the London Borough of Merton last November.

Erik Samuelson, AFC Wimbledon's chief executive, said the decision heralded a "momentous day for the club" and "the most important event since we reformed it 13 years ago."

"Following the sale of our former Plough Lane site and the decision by the FA to allow Wimbledon FC's Football League place to be moved to Milton Keynes, our fans did something unprecedented in the football world," he added. "We decided to re-form the club, enter the football hierarchy at the lowest level and repeat what the



The development will include a 20,000 capacity stadium

old Wimbledon FC did with massive success, namely make our way up through the many leagues into the Football League."

The development will include a 20,000-seater stadium, which will be built with an initial capacity of 11,000, and 602 residential homes to be developed by Galliard Homes and GRA Acquisitions. The stadium will be built near the Plough Lane site, which the club occupied between 1912 and 1991.

Details: http://lei.sr?a=R6C3Q_O

England 'can win' 2022 World Cup

Dan Ashworth, the technical director of the Football Association (FA), believes England can win the 2022 World Cup, and delivered his blueprint on how the team can achieve its first success since 1966.

Delivering his vision to the body's annual Coaching Conference at St George's Park in Burton, Ashworth highlighted player education, the implementation of specialist coaches and the national training centre, which opened in 2012, as "catalysts" for tournament success.

The former West Bromwich Albion sporting director told delegates that St George's Park was key in developing the style of play for the national team, from the under-15 group to the senior squad, and "maximising the time" that each coach has with the players.

"Gregg Dyke launched a vision and target of winning the World Cup in Qatar in 2022 and 2023 for the female team, and then sustainable tournament success thereafter," he said.

"Some people will be sitting in this room and saying they're not sure that it's possible for England to win the World Cup or European Championship, and I'm telling you it's absolutely possible." Ashworth said that getting "everybody connected with



Dan Ashworth says coaching structure will be key

the game and working towards the same goal" was crucial, as was trying different methods.

He added that over the past 18 months the FA had been exploring the possibility of implementing specialist, position-specific coaches, in the mould of cricket, hockey and rugby union, to help players prepare for a variety of different opponents.

Specialist coaches will be implemented within the national teams over the next 6-8 months, with the FA taking advice from other sports on how to achieve it successfully.

Details: http://lei.sr?a=q9h5Z_O

LTA creates 1,000 coach jobs after Davis Cup win

The Lawn Tennis Association (LTA) will recruit 1,000 new coaches and hand out 10,000 free tennis rackets to youngsters in a bid to mobilise them following Great Britain's historic Davis Cup win.

Great Britain's Davis Cup team, inspired by former Wimbledon champion Andy Murray, brought the title to the UK for the first time since 1936 last month. As a result, the governing body will try to harness the success and increase participation.

Boys and girls across the country will be eligible for the rackets, plus 10,000 free introductory junior tennis courses to be taught by "expert and passionate" coaches.

Details: http://lei.sr?a=a3c3x_O



Sport England board chair Nick Bitel

New GB basketball body sets out stall

The newly-formed British Basketball Federation (BBF) has outlined its strategic priorities ahead of its induction to the International Basketball Federation (FIBA).

The governing body is due to take over FIBA membership from the three Home Nations (Basketball England, Basketball Scotland and Basketball Wales) following the Rio Olympics in October 2016. Among the BBF's priorities is the development of an "overarching strategy" for British basketball for the five-year period between 2016 and 2021, which includes a funding plan to support all the Great Britain teams, from youth to senior level.

The BBF is currently in the process of appointing a "facilitator" who will help develop the blueprint, with a period of stakeholder engagement and consultation pencilled in. A stakeholder conference has been mooted, with work on the strategy expected to be complete by Q2 2016. Under the governance of the BBF, Home Nations basketball teams will be scrapped in favour of a Great Britain team, with



All teams, from youth to senior, will play under the GB banner from 2017

under-16s, under-18, under-20s and seniors playing under the GB banner from 2017.

The board will also be applying for funding from UK Sport for the Tokyo 2020 Investment Cycle under the Emerging Sports category.

As well as the strategy facilitator, the BBF is also planning to recruit another director to "widen the skills and experience available", and the body is particularly searching for individuals who have experience in the areas of both finance and elite sports coaching.

Details: http://lei.sr?a=J8Q6H_O

Sport England gears up for raft of board changes

The Department of Culture, Media and Sport will appoint up to six new board members for Sport England this year as five prepare to step down from their posts.

Clare Connor OBE, director of women's cricket at the England and Wales Cricket Board (ECB), Hanif Malik and Peter Rowley will exit in October, after completing a maximum of two terms of three years each. Olympic gold medal-winning athlete Sally Gunnell OBE and Mark Spelman will leave after just one term in October.

Debbie Jevans CBE, Charles Reed, Ian Drake, Kate Bosomworth and David Goldstone have all been reappointed to the board by culture secretary John Whittingdale. Their upcoming tenures will last between 28 October 2016 to 27 October 2019, with the exception of Drake, whose term ends in the preceding year.

A total of 12 board members can be appointed to the Sport England board, including chair Nick Bitel, meaning the DCMS can appoint up to six new board members to replace the outgoing five.

Details: http://lei.sr?a=k7w6d_O

Quest and CIMSPA join forces for conferences

Leisure professionals planning to attend this year's Quest and CIMSPA annual conferences can save themselves a trip, after the bodies announced the meetings would be combined into a two-day event.

Quest, the quality scheme for sport and leisure, has held its annual conference with sister initiative the National Benchmarking Service (NBS) since 2010. This year, for the first time, the event will run side by side with CIMSPA's annual conference as part of a programme which also contains an evening reception and networking event.

The conferences take place from 10-11 February at Holywell Park, Loughborough. Details: http://lei.sr?a=9E4W7_O



Wellington is a four-time Ironman world champion

Chrissie Wellington lands OBE in New Year Honours

Chrissie Wellington, the head of participation at parkrun and four-time Ironman World Champion, has been named an Officer of the Order of the British Empire (OBE) in the New Year Honours list.

Rewarded for her services to sport and charity, Wellington was among 1,196 people on the honours list, with more than three quarters of the recipients people who have undertaken work in their local community.

Founded by Paul Sinton-Hewitt in 2004, parkrun provides free weekly 5km running events around the world and has 800,000 members in the UK alone. As head of participation, Wellington's role is to help break down potential barriers and to inspire people "to do something they might not otherwise have thought to do."

Wellington tweeted: "2015 – married the man of my dreams, gave birth to our beautiful daughter and honoured with an OBE. What an amazing year." She later added: "May my OBE also be dedicated to everyone involved in parkrun ... People who are truly changing lives each and every day." Details: http://lei.sr?a=z5S5M_O

Sports Direct swoops on London

Mike Ashley has added to his Sports Direct Fitness empire by acquiring the former 37° health club in West London.

Recently rebranded The Printworks Health Club & Spa, the prime location at London Olympia has been sold by joint owners Albion Ventures and London Health & Fitness for an undisclosed sum.

The acquisition is a boon for Sports Direct Fitness, which is backed by a '£250m war chest' to help the chain gain a stronger foothold in the south east of England as it aims to reach an ultimate goal of 200 gyms nationwide.

The health club, which was once a graphics workshop, features a spacious gym, rooftop yoga space, several studios, a 20m pool, sauna and a beauty spa. With backing from Albion Ventures, the club was launched in 2008 by London Health & Fitness directors Andy Kay and Mhairi FitzPatrick, who say they are leaving the operator market for new ventures.

"Following on from last year's sale of 37° Tower Bridge, the sale of The Printworks



The site, once a graphics workshop, includes a rooftop yoga space

Health Club & Spa, formerly branded 37°, marks an exit from the high end gym market for Mhairi and I," said Kay. "We are now focused on several new business interests, including the fast growing consumer insight business Proinsight Research which works with over 500 UK leisure centres."

Sports Direct Fitness now has around 30 gym sites, with head of leisure Winston Higham recently telling *Leisure Opportunities* that plans are in place for 'aggressive' expansion in 2016. Details: http://lei.sr?a=f5U9r_O

Asda slump stalls in-store gym plans

Asda's plans to add in-store gyms as part of a push into the growing fitness market have been held up as the supermarket battles to reverse the worst sales performance in its 50-year history.

Leisure Opportunities revealed in June that the company was planning to partner with gym operator Total Fitness for the venture, with concept drawings suggesting the proposition would be entirely class-based. The first site was expected to open in Swindon, while plans were also mooted for a nationwide rollout – in or near existing stores – depending on the concept's success.

However, after recording its worst quarterly period of trading in the three months to the end of June 2015, the company has placed a number of its non-core business plans on hold as part of 'Project Renewal' – which aims to claw back customers by increasing price cuts and concentrating on core aims.

A spokesperson for Asda told *Leisure Opportunities* that so far "nothing has been confirmed on any gym concepts," while



Asda has won planning permission for a first gym in Swindon

Total Fitness declined to comment. Despite the apparent lack of action, sources say that up to ten fitness clubs could still be introduced by the end of 2016, although locations for these have yet to be confirmed.

Having launched a range of affordable workout gear earlier this year, Asda could follow in the footsteps of Sports Direct Fitness, which has cross-marketed to an already-captive audience by combining gym and retail outlets in single locations. Details: http://lei.sr?a=n3b5K_O

Nuffield Health merges divisions

Nuffield Health is to merge its wellbeing and hospital divisions both at board and operational level as part of the strategy set out by new CEO Steve Gray.

Gray, who took the reins from David Mobbs on 1 December, has also shuffled the charity's executive board as he bids to strengthen the delivery of the organisation's integrated healthcare strategy. He said the charity itself must be fully integrated if it is to deliver on its vision of offering more accessible, innovative ways for people to get and stay healthy.

"Creating one Nuffield Health sets us up for success, placing our members, patients and customers at the centre of all we do," said Gray.

"The new executive board has a great combination of healthcare and business knowledge; it's a mix of the existing executive board, internal promotions and new faces and I believe it has everything it needs to be an extremely high performing leadership team."

Headed up by Gray, the new executive board has some key changes to roles and responsibilities. Dr Andrew Jones, previously Nuffield Health's Wellbeing MD, becomes chief operating officer, responsible for the delivery of services and standards across the whole organisation.

Alan Payne joins the organisation from



Steve Gray has shuffled the charity's executive board

Bupa, where he was most recently group digital director and takes up the newly created position of chief digital & information officer.

Greg Hyatt remains in his role as chief finance officer, while a chief commercial officer will be announced shortly.

Luke Talbot, general counsel and company secretary, continues in his role, while Caroline Smith – a former colleague of Gray's at Lloyds Pharmacy – will join the organisation on 1 February as business development director.

Details: http://lei.sr?a=D5k7Q_O

Serco decides to scrap sale of its leisure arm

Serco has ditched plans to offload its leisure business, with the services giant reluctant to dispose of another profitable arm amid profit warnings and the recent sale of its lucrative business processing outsourcing (BPO) division.

Serco Leisure – which manages around 60 UK locations including Bisham Abbey and Lilleshall National Sports Centres, plus the National Water Sports Centre – had been expected to be sold this summer, with two UK buyers initially understood to have been in contention. However, *Leisure Opportunities* recently revealed that the sale had stalled and it now appears that CEO Rupert Soames has decided against selling off both Serco's environmental services and leisure businesses.

The company last month issued a profit warning, predicting that underlying trading profit for 2016 will be about £50m, compared with analysts' forecasts of £69m. The profit warning caused the company's shares to plunge 13 per cent and overall they have lost a third of their value this year. "Our leisure and environmental services



Serco CEO Rupert Soames has had second thoughts

businesses add real value to our wider work with UK local government," said Liz Benison, CEO of Serco's UK & Europe, Local & Regional Government division.

"In light of their strong operational and financial performance, it makes sense to retain them within our existing portfolio. I'm pleased our decision ends a period of uncertainty for our people and customers, whom I'd like to thank for their support over the past year."

Details: http://lei.sr?a=u5j3P_O

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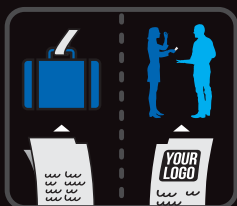
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HOTELS

£500m London hotel wins approval

Plans to build a new five-star Peninsula hotel overlooking the gardens of Buckingham Palace in London have been given the green light.

Construction will now begin in Q2 2017 on the 190-room Peninsula London – located in the district of Belgravia – which will be the first UK property for the luxury Hong Kong hotel brand.

Westminster City Council has approved the design from British studio Hopkins Architects, who envision the creation of a “new focal point and vibrancy to London’s Hyde Park Corner.” A row of existing 1950s and 1960s offices will be demolished to make way for the hotel, which will feature shops, bars, restaurants, a ballroom and a spa.

A grand pedestrian entrance on Grosvenor Place will be accessed from a colonnade linked to an internal 30sq m (323sq ft) Palazzo-style courtyard, which will contain works of art. Plans also include up to 28 residential



The hotel will be located a stone’s throw away from Buckingham Palace

apartments with their own leisure and spa facility and a separate entrance.

In addition to the new buildings, improvements will also be made to the public realm in Grosvenor Place, Halkin Street and Grosvenor Crescent. This project will be overseen by international architects, designers and engineers BDP. Footpaths will be widened and new trees planted.
Details: http://lei.sr?a=C9a6P_O

Hoskins’ hotel plans are thwarted

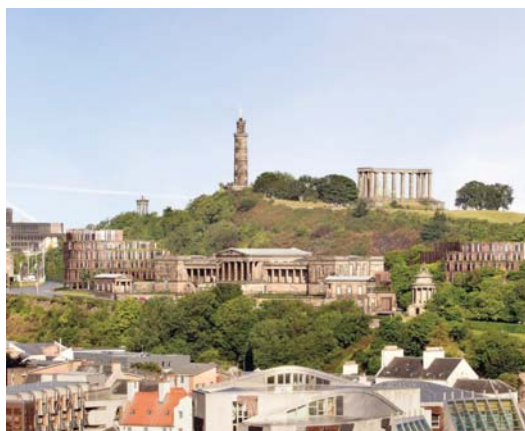
Plans to turn Edinburgh’s neo-classical Old Royal High School into a luxury hotel have been refused by the city council.

Developer Duddingston House Properties and Urbanist Hotels had proposed a £75m project to restore and convert the listed 1820s property – which has stood vacant for almost 50 years on Edinburgh’s Calton Hill – into a 147-bedroom Rosewood hotel featuring two newly-constructed landscaped wings. A spa, fitness centre, indoor swimming pool, three restaurants and bars and a ballroom were all planned for the complex, designed by Hoskins Architects.

However, planning officers had advised the project be rejected due to the impact it would have on the city’s built heritage, and on 17 December the council voted 8-7 to accept this recommendation.

“This was a very difficult decision, and not one we took any pleasure in taking, but it came down to the scale of the development, which was ultimately too great,” said councillor Ian Perry, planning convener for the council.

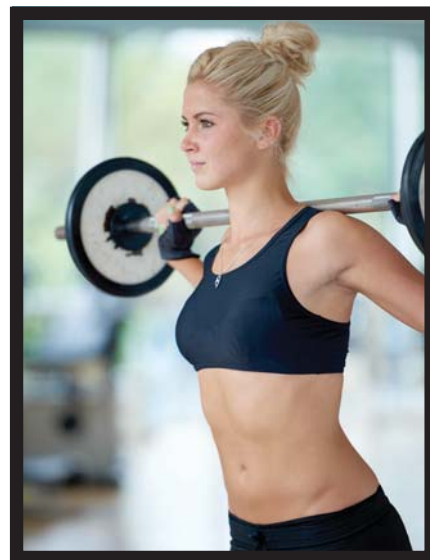
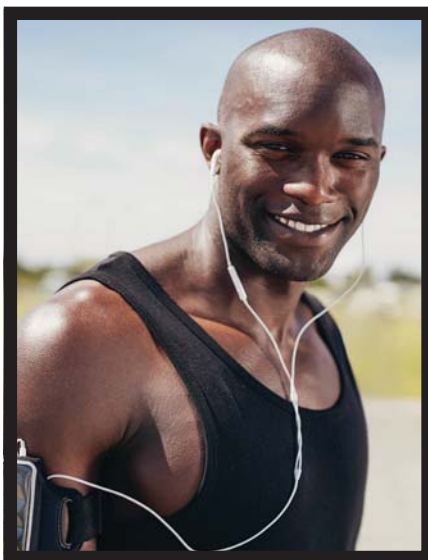
“Our job is to make sure that any development in Edinburgh strikes a balance between



Hoskins designed the hotel wings to blend with surroundings

protecting the city’s heritage and developing its economy. Committee members have agreed with planning officers’ recommendations that this application fails to do this, and have therefore refused to grant it.”

Hoskins Architects had made changes to the plans earlier this year in response to the concerns of heritage groups, and had pledged the design would blend into the surrounding landscape while “reinforcing the building’s prominence as a key Edinburgh landmark.”
Details: http://lei.sr?a=M6u9b_O



With wellness pushing firmly into the mainstream, the London Health Show 2016 will bring together the sector's key players for a two-day event

The London Health Show 2016

The London Health Show 2016 is the only event of its kind to bring together buyers and distributors from all sectors of the UK's healthy living and wellness market place.

The event will take place at Olympia, London on 20th and 21st January and will host more than 100 exhibitors, showcasing the latest products, services and projects across the whole of the UK. There will be a wide range of buyers and distributors featuring the latest innovations and solutions to drive the industry's growth. Leading names from across the industry will be exhibiting, including Virgin Active, Decathlon, Fitness First, NHS, The Gym Group, ukactive, Zumba Fitness and HulaFit, among others.

The two-day event will host over 50 top-level speakers, with headline talks by John Treharne, CEO of The Gym Group on the 'Increasing Focus on Health and Fitness in the Public Investment Arena' and ukactive executive director Steven Ward on building an active nation. Don't miss the interactive panel discussion on 'Supporting Fitness - Healthy Lifestyle Trends', featuring: Katie Scott, Editor, PT Magazine; Dal Dhaliwal, Health Fitness Expert, TV and Radio Presenter; and Christianne Wolff, celebrity trainer and yoga instructor.

The conference and workshops will also examine topics such as 'The Role of Complementary Health in the Healthcare Sector', 'Understanding Client Aspirations', 'Tapping into Fitness Trends- How to Maintain a Relevant and Current Proposition', 'Spa Offerings within the

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Hotel Industry' and 'Opportunities for Practitioners and Suppliers', as well as highlighting the ever-increasing consumer awareness of lifestyle-related health issues.

The show will also feature a VIP area with three invite-only 'Meet the Buyer' sessions, and dedicated networking opportunities. Key decision makers from a wide range of health and wellness product suppliers will also be in attendance at the show.

Each VIP session will kick off with a 10-minute keynote presentation from a leading industry body, followed by a panel of experts, discussing investment opportunities and forecasts across each sector. The sessions will provide a unique platform for extensive networking and business exchange

for all parties involved. All registered VIP attendees will be provided with a full complimentary lunch and drinks made available after each panel discussion.

The London Health Show also provides 22 free CPD accredited training workshops, on topics such as product/service innovation and regulation, business development, training and staffing, branding, PR and marketing tools and practitioner new insight and refresher sessions. These sessions will see speakers from Action PR, Circulate, The London School of Sports Massage plus many more leading industry experts and a number of high profile consultants.

Zumba Fitness, HulaFit, Jumping Fitness and many more will all showcase demos where attendees can partake in live exercise classes at our Live Demo Floor.

There will be exciting prize giveaways taking place on the afternoon of each day, including luxury therapy retreats, hamper giveaways, health consultations, plus many more!

As the most important launch event for the healthcare industry calendar, The London Health Show presents countless opportunities for networking and business development. The conference sessions, CPD accredited training workshops and exhibition are completely free to attend, so sign up today at www.londonhealthshow.com to ensure that you don't miss out!

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FACILITIES MANAGEMENT **NEWS**

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DCMS under fire over 'U-turn'

The Tourism Alliance has criticised the DCMS decision to 'merge' VisitEngland and VisitBritain, warning that the move creates a number of "major problems" for UK tourism.

Tourism minister Tracey Crouch announced last month that the organisations will be brought together under the responsibility of the British Tourist Authority. The move comes despite recommendations from both the recent Select Committee Inquiry on Tourism and DCMS's own *Triennial review* of the operations of VisitEngland and VisitBritain to formally separate the two bodies.

Published in March 2015, the DCMS *Triennial review* concluded: "VE should be fully separated from VB and re-established as an executive NDPB in its own right. Greater transparency and accountability should drive improvements in the efficiency and effectiveness of both organisations."

However, DCMS says it has decided not to proceed with the separation of the two bodies, because this would cost money that would be better spent on growing the visitor economy. Instead, VisitEngland will be subsumed by VisitBritain but will retain its own brand and a small team of staff.

The move has been criticised by the Tourism Alliance, which has warned that merging the two tourism bodies will harm domestic



Tourism minister Tracey Crouch had second thoughts

tourism in England, with the risk that funding earmarked for domestic use could be used to support international initiatives.

"The move is counter to the government's policy on devolution which would dictate that there should be an autonomous tourism agency for England controlled by the English tourism industry," Tourism Alliance director Kurt Janson told *Leisure Opportunities*.

"The new funding for tourism in England is to be dedicated to product development that supports international marketing activities and not activities that support the domestic tourism sector."

Details: http://lei.sr?a=C2y5J_O

Travel boss blasts air expansion stasis

The government's decision to delay its decision on where to expand London airport capacity prioritises "short term political interests" over the health of the UK's economy, a senior travel industry figure has claimed.

Paul Wait, CEO of travel industry body GTMC, has warned that pushing the decision back to assess the environmental impact of various solutions will seriously harm UK businesses and the wider economy.

"An additional six months wait for a firm decision, let alone action, on the issue of airport expansion is detrimental to the health of UK plc and this further procrastination is incredibly frustrating, to put it mildly," said Wait. "Quite frankly it seems that short term political interests in London are being prioritised above the long-term national interest and it is vital that this does not happen." From a tourism perspective, expansion of



Expansion of airport capacity in south east England is key for tourism

airport capacity in south east England has been described by the Tourism Alliance as essential if the UK is to continue to grow the number of inbound visitors it attracts.

The government's transport secretary Patrick McLoughlin announced last month that a decision on where to add aviation capacity will be delayed until at least mid-2016.

Details: http://lei.sr?a=M6U6B_O



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Famed Skegness theme park goes on the market

A struggling theme park in Skegness has been put up for sale, having entered into administration back in August 2014.

Fantasy Island, which at its peak can attract 40,000 visitors a day, has debts totalling £53.3m. The park, which first opened in 1995, is also home to what it calls "Europe's largest seven-day market" and contains 340 static caravan homes.

Administrator Duff & Phelps has started sale proceedings on the park, which has continued trading over the summer season, sending letters out to interested parties.

The letter from Duff & Phelps' Benjamin Wiles said no sale timeframe is currently available. *Details:* http://lei.sr?a=E8g6F_O



HMS Caroline will become a world-class museum

Belfast's HMS Caroline to reopen as heritage site

The last surviving ship of the First World War – HMS Caroline – is entering the final stages of a multi-million pound restoration and redevelopment to turn the century-old vessel in Belfast, Northern Ireland, into a premiere heritage attraction.

The light cruiser, built in 1914, is the last survivor of the Battle of Jutland, and the last survivor of Britain's Grand Fleet.

Funded by an £11.5m grant from the Heritage Lottery Fund, with additional capital from the Department for Enterprise Trade and Investment, work was carried out to halt the ship's deterioration and to make it safe for the final stage of development.

Work has included repairs to upper deck drainage, replacing hatch and door seals and fixing leaks. The ship has also been made asbestos-free. Ahead of its reopening, work is now being carried out to turn HMS Caroline into a world-class museum, community centre and a meeting and conference venue. The opening date is due to coincide with the centenary Battle of Jutland, which took place on 31 May 1916. *Details:* http://lei.sr?a=S8J8X_O

Case for Sherlock attraction reopens

Plans to bring a Sherlock Holmes visitor attraction to Portsmouth have re-emerged, with Portsmouth City Council unveiling a streamlined £7m version of the proposed development.

Originally unveiled as a £25m experience, the Holmes attraction would have included rides based on story plots from the detective's adventures and holograms of characters such as Dr Watson and Moriarty in places like Baker Street. Those plans collapsed in 2014 due to lack of funding and concerns about the project representing value for money.

The renewed plans would offer a world-class experience in the town where Sherlock's creator, Sir Arthur Conan Doyle, lived.

Holmes was played by actor Basil Rathbone in the 1939 film series and more recently the role has been played by Benedict Cumberbatch and Robert Downey Jr in TV and films.

"The collection is important," said Portsmouth City councillor Linda Symes.



Benedict Cumberbatch (right) has played the role of Sherlock Holmes

"We need to not just focus on our naval heritage, we are all about history. We can promote Conan Doyle and be the city of Conan Doyle; he lived here and had a surgery in Portsmouth. He started writing Sherlock Holmes here. We need to create a Sherlock experience."

She added: "It's not something that can be done overnight, we haven't got the funding for it yet. But it would be a really great offer and opportunity to attract people who perhaps wouldn't be drawn in by Portsmouth's naval heritage." *Details:* http://lei.sr?a=Z5e8p_O

Will Alton Towers unveil a VR coaster?

With Merlin bosses hoping to rekindle interest in Alton Towers after a poor summer, the UK theme park has revealed a teaser for "Something Exciting!", rumoured to be the addition of a virtual reality component to its Air rollercoaster.

Leisure Opportunities exclusively revealed last month that Mack Rides and VR Coaster are working on at least nine new virtual reality rollercoasters, with the new technology to be announced for a major attraction in January. Prior to Alton Towers releasing the teaser trailer, there were rumours that Air would be getting a VR addition – a first for the UK.

The 21-second teaser indicates a space theme for the addition, using the line "in space you can't hear yourself scream because there is no Air." The online spot also promises an "out-of-this-world" experience, which was due to be officially revealed on 12 January.

Alton Towers would be leading the way for VR coasters worldwide, with Mack telling *Leisure Opportunities* that it is working with several major IPs for branded



It looks as though Air is getting a new virtual reality addition

VR ride experiences for 2016, which will be revealed in the coming months.

The £12m Air rollercoaster, designed by Bolliger & Mabillard (B&M), first opened in March 2002. The ride was the first flying rollercoaster and at the time of opening was one of the most expensive ever made and among the most technologically-advanced.

Alton Towers closed for winter in November and will reopen on 19 March, hoping to put the effects of last year's Smiler tragedy behind it. *Details:* http://lei.sr?a=W4S6H_O

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Are you really listening to your clients?



GILL MORRIS
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Do you listen to your clients or just hear what they say?

You may think that listening and hearing are the same but they aren't as hearing is a physiological process to do with sound but listening involves understanding. Listening occurs when you notice all the communication methods your client uses; obviously verbal, but also facial expressions, position of body, how they use their arms and legs and if they appear nervous, uncomfortable, stressed, embarrassed, etc...

As 'human animals' we communicate with so much more than words, which can be used to lie, but body language always tells the truth. So for example, if a client tells you they are happy about a treatment plan or cost of a product but you can see they are uncomfortable with what is being discussed then believe what the body is communicating. Just as you can tell when watching strangers, that you can't hear, you can tell if they are happy or not and you can most certainly tell if they're in the middle of a row!

So how does this translate into the spa situation? When asking clients questions; do you look at them when they answer or are you looking down writing on the record card and thereby missing vital signals?

Being listened to is very empowering, you will know how frustrated you feel when you are not listened to, the opposite occurs when you are listened to. You feel good when you have something others want to hear, that you are important and of value; in other words when you are listened to the listener is sending messages that you and your views are important.

Clients need to know you're listening. So make eye contact, nod, use encouraging words: 'I see', 'I understand', 'tell me more.'

If you don't want to interrupt the flow verbally, use encouraging noises which have the same effect. The ability to listen and make people feel good, as well as gaining information, should never be underestimated. Use it at work and in all relationships.

Ramside adds outdoor spa garden

After opening in August of last year, the Spa at Ramside Hall Hotel in Durham has added an outdoor spa garden and vitality pool, along with a first floor infinity pool.

The vitality pool can be enjoyed by guests on spa day and spa stay experiences and by members, with the infinity pool available at an additional cost to hire for special occasions or for small groups.

The new additions complement the existing spa facilities, which include a 25m (82ft) swimming pool, a large hydrotherapy pool and a thermal suite. There is also a sleep sanctuary, a total of 14 treatment rooms, gym and hairdresser.

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 be a rasul mud chamber on offer, plus a sleep sanctuary with soundwave therapy beds.

Living Earth Crafts has supplied the treatment beds for the 14-treatment room facility



The northeast spa has added an outdoor spa garden and vitality pool

– 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 the wellness establishment.

"We're very excited that we are now able to offer our visitors and members even more facilities," commented the spa director at Ramside Hall Hotel Jill Russell. Details: http://lei.sr?a=X9d5W_O

'Eco wellbeing escape' set for London

Bhuti, a new "eco wellbeing escape" is set to open in Richmond, London, at the beginning of February. Bhuti is described as "a centre for wellbeing, providing a space for transformation as an antidote to the modern urban lifestyle."

The centre goes beyond traditional beauty, offering solutions for wellbeing inside and out. It will be offering a curated range of holistic, natural and remedial spa treatments, complementary therapies, membership space and facilities, plus a studio for yoga and Pilates.

"We will offer a unique, natural environment where our clients and members feel at home and cared for," said owner Samantha Trinder.

Designed by London-based Caulder Moore, the 4,500sq ft (418sq m) centre includes six treatment rooms, including one for colonic hydrotherapy, and will be using Oskia, ila, Neom, Live Native and Elemental Herbology products. The range of treatments will include organic manicures and pedicures, living facials and holistic body treatments, and complementary therapies, including colonic hydrotherapy and naturopathy.

The studio will include yoga, Pilates, mindfulness and meditation classes and workshops.



The centre is designed by Caulder Moore

An on-site tea room will offer nutrient-dense, cutting-edge organic, raw, vegan food and drinks, according to Favre.

The centre also includes a private members area for deep relaxation, a social lounge, and an ethical lifestyle shop. Bhuti is a sister company to The Bingham, a contemporary boutique hotel also located in Richmond – both of which are owned by Trinder. Details: http://lei.sr?a=s7Z4H_O

Opportunities knock with SPATEX 2016!



SPATEX 2016, the UK's leading pool, hot tub, spa and sauna exhibition is an unmissable event for anyone involved in the water leisure Industry, in whatever capacity. Make a date with SPATEX: Sunday 31 January – Tuesday 2 February at the Jaguar Exhibition Hall, Ricoh Arena, Coventry.

What is SPATEX 2016?

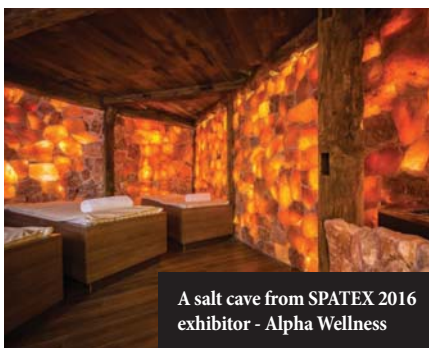
Now in its 20th year, SPATEX is the UK's leading and largest dedicated water leisure exhibition. With in excess of 120 exhibiting companies both national and international, SPATEX brings together under one roof everyone and anyone in the wet leisure business.

Who is SPATEX aimed at? Everyone who is involved in the provision or operation of water leisure facilities. Each year, SPATEX, attracts a high level of visitors, including leisure operators, local authorities, leisure centres, hoteliers, health clubs, spa owners, architects and many more.

What will SPATEX give you?

See the UK's largest showcase of products and innovations: Featuring all the major manufacturers and suppliers, SPATEX is a shop window for everything under the wet leisure umbrella from wet and dry safety flooring, spas, water play features, pool enclosures to energy saving chemical control and heating and ventilation units.

A vast proportion of the many innovative new products launched at SPATEX are geared towards commercial operators and are seen for the first time at SPATEX. There's



A salt cave from SPATEX 2016 exhibitor - Alpha Wellness

a well-known saying, "If it's not at SPATEX, you probably don't need it!" It's a fantastic opportunity to catch up on new technologies, many of which have never been seen before. Make yourself more marketable: update your professional skillset with SPATEX's double programme of free seminars and workshops – there's no greater source of free industry education and training. An impressive line-up of experts tackle a whole variety of topics, with particular reference to the commercial sector. For instance, health & safety consultant and president of the Institute of Swimming Pool Engineers (ISPE), Allen Wilson will be giving a talk on

Sunday from 13.15 to 14.00 on common pool problems - How much chlorine do we need to put in if our controller packs up? When should a pool be closed? Why do I need to test the spa every two hours when we have an automatic controller? Etc...

On Monday 1 February (14.00 to 15.30) the Swimming Teachers' Association are holding an important pool plant update regarding the forthcoming changes in legislation including a detailed look at Legionella in spa pools and the latest testing technology.

On Tuesday 2 February, experts from PWTAG (Pool Water Treatment Advisory Group) will be giving a series of talks from 10.00 till 14.45 that will be of particular interest for spa operators in commercial situations. For the full list of speakers and seminars visit www.spatex.co.uk

A good starting point!

New for this year, there will be a SPATEX Welcome Desk in the entrance of the Jaguar Exhibition Hall so visitors with any queries can be pointed in the right direction. This will be of particular help to anyone with technical questions who are looking for a particular starting point.



Source new products at SPATEX 2016. Pictured is the beautiful hydrotherapy pool installed at the Nuffield Health Club in Covent Garden by DG Pool & Leisure

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For further information, please contact Michele or Helen in the SPATEX office T: 01264 358558

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The operator now has 54 UK bowling centres

Original Bowling Company acquisition approved

Tenpin bowling giant The Original Bowling Company (TOBC) – the operator behind brands such as Hollywood Bowl and AMF Bowling – has been given the green light to complete its acquisition of Bowlplex.

The Competitions and Markets Authority gave its approval to the take-over, expected to be completed this week, following a lengthy assessment of how the deal would impact market competitiveness. The deal will see TOBC add 11 of Bowlplex's 17 locations to its portfolio, taking its number of nationwide bowling centres to 54.

TOBC has offered to sell the remaining six Bowlplex ten-pin bowling centres to Essenden Limited, owner of Tenpin Limited, to remedy the competition concerns identified by the CMA during its phase 1 investigation. The six centres are in Bristol, Camberley, Cardiff, Dudley, Castleford and Glasgow. *Details: http://lei.sr?a=B6v7Y_O*

£26.5m 'Passivhaus' pool complex plans go on view

Conceptual plans for a new £26m, "super-efficient" swimming pool complex in Exeter have gone on public view for the first time.

The proposals for the Exeter Active centre – designed by Gale & Snowden Architects and driven by Exeter City Council (ECC) – show a 25m (82ft) competition standard, eight-lane pool alongside a four-lane training and recreation pool.

Both pools will have moveable floors to provide flexibility for a range of watersports while a 'confidence water pool' will provide for young learners. As well as the pools, the plans include a 150-station fitness club, flexible fitness studio spaces, health suite and spa, crèche and soft-play facilities.

The new facility will be built using the Passivhaus construction approach – a method increasingly popular in EU countries, particularly in Germany. *Details: http://lei.sr?a=T8m9z_O*

City's tallest skyscraper unveiled

Plans to build the tallest skyscraper in the City of London have been unveiled by Eric Parry Architects, who say it will feature the UK's highest free public viewing gallery.

At a height of 309.6m (1,000ft), Parry's commercial tower, named 1 Undershaft, will be as tall as its Renzo Piano-designed neighbour The Shard – currently the tallest building in western Europe. It will be located in the heart of the capital's financial district, between Norman Foster's Gherkin and the Cheesegrater tower by Rogers Stirk Harbour + Partners.

The design envisions large areas of public space at both the top and bottom of the skyscraper. A new public square will be created at the base, while the top floors – featuring a 200-capacity restaurant and educational classrooms, in addition to the gallery – will be open to the public seven days a week.

Visitors to the top will be able to see as far as 60km (37 miles) into the horizon. An educational attraction, likely to be operated by the Museum of London, will provide information



At 309.6m, the skyscraper be as tall as near-neighbour The Shard

about the growth and history of the capital.

The design for the new tower – commissioned by Singapore-based Aroland Holdings – visualises a simple square-shaped tower featuring huge red cross braces, white louvre cladding and special fins to reduce solar glare and keep the building cool. In total, the structure will provide more than 90,000sq m (968,750sq ft) of net internal area.

"The building represents the best of British architecture – something we hope Londoners will be proud of," said studio principal Eric Parry. *Details: http://lei.sr?a=g4C4g_O*

NBBJ propose flower-shaped ice rinks

International innovators and architects NBBJ have revealed their latest unusual design concept: a series of natural ice rinks on London's River Thames.

The studio – which has previously proposed shadowless skyscrapers for London and a moving walkway in the capital's underground rail network – has now turned its attention to the city's river.

The idea is to resurrect a city tradition dating back to the 17th century called the Frost Fair, which would see Londoners take to the frozen waters of the Thames in winter to enjoy ice skating, fairgrounds and sporting events.

In those days, the British winters were particularly severe, and the river was wider and slower, meaning it would freeze more easily than today. At the last known Frost Fair in 1814, the ice was even thick enough to support an elephant, which was marched across the river alongside Blackfriars Bridge.



NBBJ has released a series of innovative design concepts for London

To naturally create ice now, NBBJ propose building several portable 'Frost Flowers' – retractable jetties that submerge below the water and unfurl into large flower-shaped discs. These would isolate a thin basin of water from the flow of the river and enable the water to naturally freeze. The ice platform would then be raised to the surface, ready to host ice skating, exhibitions and even a public market. *Details: http://lei.sr?a=C2u2j_O*

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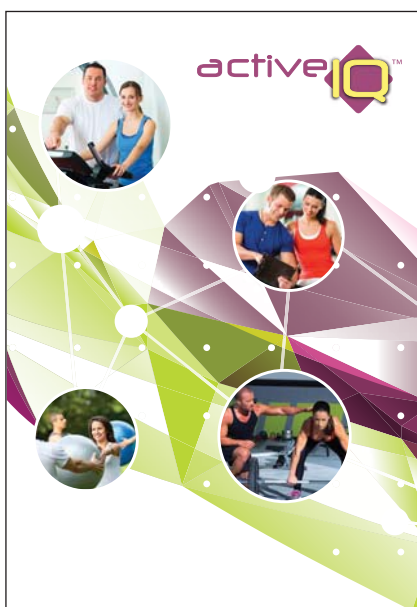
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TRAINING

CIMSPA wins government backing

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) has won a ringing endorsement from the government to lead the way in professionalising the sport and physical activity sector and raising standards.

Last month's (17 December) publication of the government's new sports strategy, the first in a decade, featured a strong focus on workforce development and highlighted the pressing need to improve professional standards in order to increase physical activity participation nationwide. It offers encouraging signs for the work of CIMSPA and also casts doubt on the future relationship between Sport England and SkillsActive – the sector skills council for Active Leisure and Wellbeing.

Produced by the Department of Culture, Media and Sport (DCMS), the *Sporting Future – A New Strategy for an Active Nation* report said: "Sport England will support the Chartered Institute for the Management of Sport and Physical Activity, in developing and implementing a single, clear and rigorous set of standards for all sport and exercise professionals, with a similar clear and rigorous system for assessment, and awarding and validating qualifications, starting in January 2016."

The government backing is a major coup for CIMSPA, which has been working with



CIMSPA chief executive Tara Dillon

employers, ukactive and other industry bodies to galvanise the sector behind an employer-led chartered institute. The organisation hopes the sports strategy will signal a new chapter in the professional progress of the physical activity sector, following a period of intense debate over the direction of workforce development.

"The clear remit to develop and implement a single, clear and rigorous set of standards brings clarity and is recognition of the work we have done to create an employer-led professional body to take the industry forward," said CIMSPA CEO Tara Dillon.

Details: http://lei.sr?a=A4w3h_O

Craig Potter joins YMCA Awards

YMCA Awards has appointed Craig Potter head of commercial as the awarding organisation aims to continue its transformation under director Rob May.

YMCA Awards, (formerly CYQ) has undergone a significant period of change in the year since May arrived from global education giant City & Guilds, with renewed focus placed on ensuring customers, digital content and products are at the heart of the fitness charity.

The recruitment of Potter from Cirrus e-Learning forms part of the ongoing process and he has been tasked with driving forward the charity's commercial plans.

The awards industry is facing significant upheaval from funding cuts, a new qualifications framework and ongoing challenges that technology presents, but both May and Potter see this as an opportunity for YMCA Awards to focus on increasing engagement through reaching learners in new ways.



Rob May (left) and Craig Potter want to reach learners in new ways

Potter said: "One of the reasons I joined YMCA Awards was because of its focus on the future of learning and certification. Our investment in technology has already led to a prestigious industry award for innovation, and many customers are really excited about blending digital tools into their training delivery." Details: http://lei.sr?a=d6x6B_O

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Must hold a current NPLQ, NPMQ (desirable), first aid certificate, AED certificate, pool plant operator certificate and be a qualified lifeguard trainer/assessor. The successful applicant must have excellent communication and organisational skills, initiative, accuracy and flexibility. Starting salary c£26,000

LIFEGUARD

40 HOURS PER WEEK

We are looking for a qualified, enthusiastic lifeguard to join our small team. You must hold a current NPLQ. Duties will include lifeguarding, dealing with enquiries, working on reception and cleaning both wet and dryside of the pool. Working on a rotating 2 week shift pattern. Starting salary c£16,000 per annum (FTE) – lifeguard

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For an application pack please go to the link below or telephone
01962 835708.

Closing date for applications: Midday on Friday 22 January 2016

St Swithun's is a registered charity providing education for boys and girls and is committed to safeguarding and promoting the welfare of children. All staff are expected to share and support this commitment and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

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- To assist in controlling the operating budget and identifying measures for increasing revenue
- To drive excellent customer service standards
- To ensure adherence to all health and safety requirements and oversee building & equipment maintenance
- To oversee inventory and to build strong relationships with all suppliers
- To recruit staff, train and manage staff & HR and Payroll processes

Key attributes

- Be a self-motivated individual with excellent operational skills
- Understand all aspects of health and safety
- Have experience of recruiting, developing & managing staff
- Be a confident and clear communicator
- Have strong IT, administrative and organisational skills
- Be able to work well under pressure and meet deadlines
- Be able to work flexible hours

Qualifications & Experience

- A qualification in Leisure Management, educated to degree level or NVQ4.
- A minimum of 3-5 years' experience within a similar role

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Recreation Assistant (Lifeguard)

University of Leeds

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Ref: FDCCS1010

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Working as part of a small team, this role is critical to ensuring that the environment is safe for use and that a high level of customer service is maintained at all times.

You will have a current Royal Life Saving Society UK (RLSS) lifeguard qualification (or equivalent) and ideally have experience working as a lifeguard. Excellent communication skills, a helpful attitude towards customers, with the ability to work independently and also as part of a team. Working on a shift basis of week days, evening and weekends.

Informal enquiries may be made to Gemma Smales (Duty Manager), tel +44 (0)113 343 5097

Closing Date: Sunday 24 January 2016

Interview Date: Thursday 04 February 2016

See more at: www.leisureopportunities.co.uk

Apply now: <http://lei.sr?a=J5R4A>

★★★ Assistant Leisure Centre Manager ★★★

The Aquadome Leisure Centre (part of the Merton Hotel Jersey) is searching for an exceptional Assistant Leisure Centre Manager.

As part of Jersey's largest and most popular family hotel, this exciting facility – fantastic leisure and swimming pool, steam and sauna -provides a unique experience for our hotel guests and private members, and with the introduction of the UK's first Flowrider® in surf and body boarding machine in, we also offer unique career opportunities for the right applicants.

We are looking for an enthusiastic and highly motivated individual with a successful track record of supervisory experience in a similar environment.

You must be customer focused with high energy and drive, with a passion for ensuring that every time our guests use the Aquadome Leisure Centre they will have a memorable experience.

You will have a creative instinct, designing initiatives that will excite our current members and attract new ones. You should also have a good understanding of health and safety, and the marketing and promotion of leisure facilities.

Key Skills and Experience required:

- Technically you need a current NPLQ.
- A valid IRSM Pool Plant Operator's certificate.
- Passionate about Fitness and member experience.
- Exceptional Personal organisation skills and time management.
- Strong communication skills – written and verbal
- Experience in team and individual performance management and succession planning. Self-motivated, able to use initiative and take ownership for decision making.
- A team player with a great sense of humour and lots of energy.
- Preferably a gym qualification and Pool Lifeguard Trainer Assessor Award.

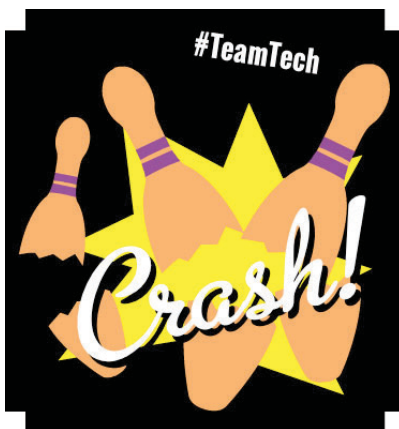
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Ed Dubberley, Personnel Manager
Merton Hotel, Belvedere Hill
St Saviour, Jersey JE4 9PG
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Closing date: 14 Jan 2016

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As a self-employed Personal Trainer at Everyone Active you will be a key member of a team delivering a first class service to our members and working within a supportive and positive environment where we will help you to develop a successful business.

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You need to be REPs Level 3, with a relevant PT qualification. We also value a passion for getting people more active and keeping them active.

Further information:

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You will benefit from:

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- A high member to trainer ratio
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Interested?

Please email a CV and covering letter to
PTrecruitment@everyoneactive.com

www.everyoneactive.com

Everyone Active is an equal opportunities employer and an Investors in People organisation, who are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All applicants will be required to undertake checks and references prior to appointment.

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Membership Sales Advisors

Company: Parkwood Leisure
Location: Bristol, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Duty Manager

Company: Everyone Active
Location: Ely, UK

Swimming Teacher Level 1 & 2

Company: Legacy Leisure
Location: Windsor, UK

Duty Manager

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

Seasonal/Weekend Instructors

Company: Go Ape
Location: Thetford, UK

Sports Development Manager

Company: Eastleigh Borough Council
Location: Eastleigh, UK

Maintenance Technician

Company: Parkwood Leisure
Location: Bexleyheath, UK

Membership Consultant

Company: Everyone Active
Location: Nuneaton, UK

Sales Consultant

Company: Everyone Active
Location: Basildon, UK

Duty Officer

Company: Redditch Borough Council
Location: Redditch, UK

Customer Advisor

Company: Legacy Leisure
Location: Bicester, UK

Sales Manager

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

Lifeguard

Company: GLL
Location: Various locations, UK

Sports Centre Manager

Company: Hazel Grove High School
Location: Stockport, UK

Dry Side Leisure Assistant

Company: GLL
Location: Swindon, UK

Customer Advisor

Company: Redditch Borough Council
Location: Redditch, UK

Assist Leisure Centre Manager

Company: Merton Hotel
Location: Jersey, UK

Leisure Assistants - 6 Posts

Company: Redditch Borough Council
Location: Redditch, UK

Membership Sales Advisor

Company: Énergie Group
Location: Andover, UK

Fitness Instructor (Part-time)

Company: Énergie Group
Location: Andover, UK

Chef

Company: Parkwood Leisure
Location: Merthyr Tydfil, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Assistant Manager

Company: The Original Bowling Co.
Location: Various locations, UK

Fitness Instructor

Company: GLL
Location: Chiltern, UK

Fitness Instructor - Gym Crew

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

General Manager

Company: The Original Bowling Co.
Location: Various locations, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Fitness Instructor

Company: Livingwell
Location: Cobham, Surrey

Gym Instructors

Company: Achieve Lifestyle
Location: Surrey, UK

Adaptive Sports Coach

Company: Help For Heroes
Location: Salisbury, UK

Group Fitness Coordinator

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Health Motivator

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Duty Manager

Company: Parkwood Leisure
Location: Bexleyheath, UK

Fitness Motivator P/T

Company: Everyone Active
Location: Stowmarket, UK

Fitness and Sales Supervisor

Company: Parkwood Leisure
Location: North Devon, UK

Apprentice - Duty Assistant

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Head of Facilities Management

Company: BH Live
Location: Bournemouth, UK

Senior Recreation Assistant

Company: GLL
Location: Cambridge, UK

Dry Side Leisure Assistant

Company: GLL
Location: Bucks, UK

Studio Cycling Instructor

Company: Parkwood Leisure
Location: Portsmouth, UK

Centre Managers

Company: BH Live
Location: Bournemouth, UK

Swimming Teachers

Company: Everyone Active
Location: Bedminster, Bristol, UK

Leisure Supervisor (Operations)

Company: City University London
Location: London

Receptionist

Company: Parkwood Leisure
Location: Bexleyheath, UK

Membership Sales

Company: énergie group
Location: Maidstone, UK

Assistant General Manager

Company: Rush UK
Location: Buckinghamshire, UK

Duty Manager

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

Swim Teachers

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

General Manager

Company: The Gym Group
Location: London Tooting, UK

Duty Manager (3 positions)

Company: Hertsmere Leisure
Location: Potter Bar, UK

Sales Manager, Leisure

Company: Omnico
Location: West Malling, UK

Sports Development Officer

Company: Wiltshire Council
Location: Devizes, Wiltshire, UK

Sports Development Officer

Company: City of Westminster Council
Location: London, UK

Fitness Instructor

Company: énergie group
Location: Kilburn, UK

Tennis Development Officer

Company: Lee Valley Regional Park
Location: London, UK

Gym Manager

Company: SnowDome Fitness
Location: Tamworth, UK

Experienced Freelance Tutor

Company: My Club Fitness
Location: UK Based, UK

Sales & Membership Advisor

Company: Legacy Leisure
Location: Kidlington, UK

Maintenance Assistant

Company: Everyone Active
Location: Warwickshire, UK

Leisure Attendants x 2

Company: Shepway District Council
Location: Folkestone, Kent, UK

Fitness Apprentice

Company: énergie group
Location: Fit4Less Cheadle Hulme, UK

Fitness Instructor

Company: Legacy Leisure
Location: Kidlington, UK

Pool Manager

Company: St. Swithuns School
Location: Winchester, UK

Fitness Motivators

Company: Everyone Active
Location: Ware, UK

Operations Manager

Company: Three People
Location: Bristol, UK

Lifeguard

Company: St. Swithuns School
Location: Winchester, UK

General Manager

Company: The Gym Group
Location: Glasgow Quay, UK

Recreation Assistant

Company: University of Leeds
Location: Leeds, UK

Group Exercise Instructor

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

Personal Trainers wanted

Company: Budget Gym
Location: London (south), UK, UK

Assistant General Manager

Company: The Gym Group
Location: Various locations, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Web Developer

Company: Parkwood Leisure
Location: Preston, UK

Duty Manager

Company: énergie group
Location: Fit4Less Cheadle Hulme, UK

Team Leader

Company: Everyone Active
Location: Loughton, UK

Lifeguard

Company: Swimming Tales
Location: Rayleigh, Essex, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

Membership Consultant

Company: Everyone Active
Location: Fareham, UK

Food & Beverage Leader

Company: Parkwood Leisure
Location: Portsmouth, UK

General Manager

Company: Jump Arena
Location: Leeds / Luton, UK

Club Manager

Company: énergie group
Location: F4L Bethnal Green, UK

General Manager

Company: Jump Arena
Location: Leeds / Luton, UK

Food & Beverage Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Operations Assistant

Company: Harrow School
Location: Middlesex, UK

Personal Trainers

Company: Ben Dunne Gyms
Location: Liverpool & Manchester UK

Duty Manager

Company: Legacy Leisure
Location: Bicester, UK

Lead Gymnastics Coach

Company: GLL
Location: Hackney, UK

Trainee Duty Manager

Company: Legacy Leisure
Location: Bicester, UK

General Manager

Company: The Gym Group
Location: Greater Manchester, UK

Roaming General Manager

Company: The Gym Group
Location: South West/South Wales, UK

Development Manager

Company: Animalates UK
Location: North West

Regional Programmes Director

Company: YMCA North London
Location: North London, UK

Club Manager

Company: énergie group
Location: Hartlepool, UK

Membership Sales Consultant

Company: énergie group
Location: Hartlepool, UK

Reception Assistant

Company: Matt Roberts Personal Training Company
Location: Chelsea, UK

Membership Sales Consultant

Company: énergie group
Location: Jarrow, UK

Assistant Centre Manager

Company: 360 Play
Location: Leicester, UK

Trainee Duty Manager

Company: Everyone Active
Location: Hertford, UK

Swimming Teachers

Company: Alfriston Pool Limited
Location: Beaconsfield, Penn Road

Account Executive

Company: uactive
Location: Bedford Row, London, UK

Customer Motivator

Company: Move GB
Location: Bath, UK

Regional Activity Scout

Company: Move GB
Location: Manchester / Leeds

Group Exercise Instructor

Company: Everyone Active
Location: London, UK

Fitness Instructor

Company: énergie group
Location: Portsmouth, UK

Area Manager

Company: Borders Sport & Leisure Trust
Location: Scottish Borders, UK

Fitness Instructor

Company: énergie group
Location: Various locations, UK

Sales / Duty Manager

Company: énergie group
Location: Various locations, UK

Les Mills Instructors

Company: Les Mills
Location: Nationwide, UK

Centre Manager Stevenage

Company: 360 Play
Location: Stevenage, UK

Membership Consultant

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

Trainee Lifeguard

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

Area Leisure Manager

Company: Freedom Leisure Ltd
Location: Worcester, UK

Lifeguard

Company: Everyone Active
Location: Cirencester, UK

Service Development Mgr

Company: The Association of Greater Manchester Leisure & Cultural Trusts.
Location: Greater Manchester

Fitness Instructor - part time

Company: énergie group
Location: Harrow, UK

Personal Trainers Wanted

Company: Soho Gyms
Location: London, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Various locations, UK

Membership Consultant

Company: Xercise4Less
Location: Various, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise4Less
Location: Various, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Spa Supervisor

Company: South Norfolk Council
Location: Wymondham, Norfolk, UK

Spa Therapists

Company: Hand Picked Hotels
Location: Various, UK

Beauty Therapist

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

Freelance beauty therapists

Company: Relax Massage
Location: London, UK

Spa Director (Mandarin-speaking)

Company: Mandarin Oriental Hotel Grp
Location: Greater China, China

Spa Therapist

Company: Rockcliffe Hall
Location: Near Darlington, UK

Beauty Therapist

Company: Center Parcs Ltd
Location: Penrith, Cumbria, UK

Spa Manager

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

Spa Therapists

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Head Spa Trainer

Company: Myoka Spas
Location: Malta

Beauty Therapist

Company: The Wellbeing (London) Co
Location: Richmond, London, UK

Attraction Operations Host

Company: Madame Tussauds
Location: London, UK

Arcade Manager

Company: HB Leisure
Location: Alton, Staffordshire, UK

Aquarist

Company: Alton Towers Resort
Location: Staffordshire, UK

Head of Guest Services

Company: Bristol Zoo Gardens
Location: Bristol, UK

General Catering Manager

Company: Chester Zoo
Location: Chester, UK

Operations Assistants

Company: Sea Life
Location: London, UK

Technical Director

Company: Eleven Arches
Location: North East, UK

MCC Merchandiser

Company: Merlin Entertainments Ltd
Location: Chessington, UK

Admissions Merchandiser

Company: Merlin Entertainments Ltd
Location: Chessington, UK

Commercial Sales Operations

Guest Services Assistant

Company: The Eye Brand
Location: London, UK

Ride and Show Guest

Services Assistant

Company: The Eye Brand
Location: London, UK

Technical Compliance

and Training Manager

Company: Thorpe Park Resort
Location: Chertsey, UK

Technical Training and

Development Manager

Company: Thorpe Park Resort
Location: Chertsey, UK

Commercial Sales

Operations Team Leader

Company: The Eye Brand
Location: London, UK

Business Manager

Company: World Horse Welfare
Location: Somerton, Somerset, UK

Area Team Leaders (Rides)

Company: Drayton Manor
Location: Tamworth, UK

Visitor Service Manager

Company: Yorkshire Wildlife Park
Location: Doncaster

Visitor Services Manager

Company: King Richard III Visitor Centre
Location: Leicester, UK

LEGOLAND Windsor Resort

2016 Team Members

Company: Legoland
Location: Windsor, UK

Head of Operations

Company: British Postal Museum
Location: Central London, UK

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Equinox tells consumers to commit

Continued from front cover

Equinox's daring new year campaign has won plaudits for tackling social issues such as activism, sexuality and women's rights, but what is most interesting from a fitness perspective is how the company has sought to reframe the debate around gym memberships.

The recent rise of boutique studios and third-party platforms such as ClassPass has been linked to the maturation of the millennial market, with consumers becoming less loyal to specific brands and more reticent to commit to lengthy gym contracts than they have been in the past.

Equinox's campaign – produced in-house – seeks to champion the currently unfashionable concept of loyalty and commitment, urging consumers to nail their colours to the mast and take a stand.

"Equinox is about commitment, we are obsessed with it, and we challenge our members to know who they are and what they want," said Equinox chief marketing officer Carlos Becil. "It's not just about fitness – it's



The campaign features a collection of seven striking images

about life. The concept of commitment is bold, incredibly powerful, and it's real, especially in a world today where commitment is lacking."

Whether the campaign rings true with consumers, remains to be seen. But at a time when many gym operators – specifically in the mid-market – are seeing members tempted away by promises of cheaper prices and no-strings gym access, a novel perspective on the concept of commitment may prove a timely tonic.

Details: http://lei.sr?a=y4T7E_O

World Cup '66 exhibition announced

The National Football Museum (NFM) has announced plans for a major exhibition recognising the 50th anniversary of England's victory in the 1966 World Cup.

Funded by a £300,000 grant from the Heritage Lottery Fund (HLF), the museum will host two simultaneous exhibitions in June exploring and commemorating England's famous 4-2 extra time victory over West Germany in the final.

Taking place at the museum's home in Manchester and at the England national team's home stadium of Wembley in London, the exhibitions will look at themes from the tournament, including stories of the players and their families, the fans, and pop culture in England at the time.

Among the items on display will be the ball used in the final, the Jules Rimet trophy



2016 marks the 50th year since England won the World Cup

and a collection of rare objects, photographs and films. A major part of the project will be focused around collecting the memories of players and fans from the famous World Cup win to feature in the exhibition and on a new website. Details: http://lei.sr?a=w4a6n_O

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www.instituteofhospitality.org.uk
- LPF +44 (0)1462 471932
www.leisurepropertyforum.org
- Natural England +44 (0)845 600 3078
www.naturalengland.org.uk
- People 1st +44 (0)870 060 2550
www.people1st.co.uk
- REPs +44 (0)20 8686 6464
www.exerciseregister.org
- SAPCA +44 (0)24 7641 6316
www.sapca.org.uk
- Sports Aid +44 (0)20 7273 1975
www.sportsaid.org.uk
- Sport and Recreation Alliance +44 (0)20 7976 3900
www.sportandrecreation.org.uk
- Sport England +44 (0)8458 508 508
www.sportengland.org
- Springboard +44 (0)20 7529 8610
www.springboarduk.org.uk
- SkillsActive +44 (0)20 7632 2000
www.skillsactive.com
- Tourism Management Institute +44 (0)1926 641506
www.tmi.org.uk
- Tourism Society +44 (0)20 8661 4636
www.tourismsociety.org
- ukactive +44 (0)20 7420 8560
www.ukactive.org.uk
- VisitBritain +44 (0)20 7578 1000
www.visitbritain.com
- World Leisure +1 250 497 6578
www.worldleisure.org