

leisure opportunities

19 September - 3 October 2017 Issue 719

Your careers & recruitment partner

Tourism deal in 'common interest' of Europe

John Glen has said that rising tourism numbers in the UK will continue to grow after its exit from the European Union (EU), adding that it is in the "common interest" of Europe to make Britain accessible.

In an exclusive interview with *Leisure Opportunities*, Glen – who was appointed minister for Arts, Heritage and Tourism at the Department for Digital, Culture, Media and Sport (DCMS) in June – said that the increase in inbound visitor numbers was continuing through 2017, and that there was no reason to believe the trend wouldn't continue after Britain leaves the EU.

"We want the UK to emerge from this period of change stronger, fairer, more united and more outward-looking than ever before as a truly global Britain," he said.

"While it was a vote to leave the EU, it was not a vote to leave Europe. Europe benefits from access to the UK market, and many parts of Europe benefit hugely from the business and tourism that comes from the UK. We have a



■ Glen told *Leisure Opportunities* that a vote to leave the EU was not a vote to leave Europe

common interest in getting the best possible outcome in terms of Brexit.

"Tourism will continue to be a major economic driver for the UK and will only grow in importance in the years ahead. The sector plays an important role in showing the world the very best of Britain, strengthening global relationships and demonstrating that we are open for business."

More: http://lei.sr?a=K7F8C_O



Many parts of Europe benefit hugely from the business and tourism that comes from the UK

John Glen, minister for Arts, Heritage and Tourism



Birmingham pips Liverpool to Commonwealth post

Paul Blanchard explains why Birmingham was selected

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London mayor plans major boost for London tourism

Sadiq Khan sets out tourism vision for the capital

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Recovering addicts offered free gym memberships

Jane Moodie leads project for drug addicts and alcoholics

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Dame Vera Lynn backs urgent £1m plea to preserve White Cliffs of Dover

Dame Vera Lynn has backed an urgent call to raise £1m (US\$1.3m, €1.1m) before the end of the month in order to fund the purchase of “iconic land” on Dover’s White Cliffs, amid fears the parcel could be picked up by property developers.

Overlooking the English Channel towards France, the White Cliffs act as a gateway to Britain and played an important part in the nation’s military history, with the cliff tops still home to installations and defences from the Second World War.

With a deadline of 22 September, the iconic heritage site is at risk should the National Trust – which



■ Dame Vera Lynn turned 100 years old earlier this year

“It’s vital we do all that we can to preserve this important historical site, as well as the Cross Channel battery, for posterity”

currently manages the five mile range of chalk cliffs – not be able to purchase the 700,000sq

m (7.5m sq ft) land parcel.

Dame Vera, who this year turned 100 and in 1942 famously sang ‘The

White Cliffs of Dover’, threw her weight behind the appeal, saying the cliffs represented British ideals.

“Those iconic white cliffs mean a great deal to so many people,” she said.

“They were often the first sight of home for our brave boys as they returned from war, and they continue to represent important British ideals such as hope and resilience even in the most difficult times.

“It is vital that we do all that we can to preserve this important historical site, as well as the Cross Channel battery, for posterity, so that the memory of the past is never forgotten by future generations.”

Steve Brown appointed new chief executive of RFU



■ Brown previously worked as RFU’s chief officer of business operations

The Rugby Football Union (RFU) has appointed Steve Brown as its new CEO, with the move concluding an “extensive selection process”, led by a board nominations panel which concluded on 31 August.

The RFU board approved the appointment over the weekend and Brown was officially appointed CEO on 4 September.

The new position is a promotion for Brown, who moves into the top office

This is a job of a lifetime and I will be working working hard to grow the game at every level

at Twickenham Stadium from his previous role as RFU’s chief officer, business operations.

He succeeds Ian Ritchie, who announced his retirement earlier this year.

Brown joined the RFU as chief financial officer on 10 June, 2011 and served as managing director of England Rugby 2015, where he was responsible

for organising the England 2015 Rugby World Cup.

“Over the last six years, Steve has shown us all exactly what he can deliver,” said RFU chair Andy Cosslett.

“He has undertaken a series of important strategic and operational roles for the RFU and I’m delighted to appoint him as CEO.”

“This is the job of a lifetime for me,” added Brown.



■ Jon Johnston transformed Matrix into a £40m company

{ **"We will be focusing on growing successful partnerships between suppliers"** }

Jon Johnston launches two new fitness firms

Industry veteran Jon Johnston, formerly managing director of Matrix Fitness, today announced the launch of two new businesses, Reiver Fitness and Headroom Sport Ltd.

Reiver Fitness will distribute a number of innovative fitness product lines to gym operators and PTs, while Headroom will offer consulting services to the industry.

Johnston said Reiver will focus on providing a route to market for innovative fitness and sports products. He told *Health Club Management*: "The aim is to be agile and fast-moving, reflecting the speed with which

the market is changing, growing and diversifying."

Johnston is working with functional fitness equipment brands Stealth, Reaxing, SmartFit and Musclesound. He said: "We will be focusing on growing successful partnerships between suppliers, innovators and distributors."

He's also involved with a range of entrepreneurial ventures, such as pop-up spinning events featuring live DJs, the first of which took place at Bestival, with more to come in London.

Johnston was a founding director of Matrix Fitness and left the business after a successful 10 year stint at the helm.

leisure opps

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Commonwealth Games chief **Paul Blanchard** backs Birmingham for bid

"We felt that Birmingham was just a stronger bid, and that it had the best chance in the international competition," said Paul Blanchard, CEO of Commonwealth Games England, as he explains how the city came to be chosen as the preferred candidate for the UK's bid to host the 2022 Commonwealth Games.

It had been a close race against Liverpool, however it was Birmingham that was finally chosen by an

"The Government will make a decision on whether they believe the 2022 Games will be value for money"

independent assessment panel, in partnership with officials from the Department for Digital, Culture, Media and Sport.

Blanchard, who sat on the panel, says that the two cities were assessed on 20 criteria, which included venues, proposed sports programmes, infrastructure, transport, technology and athletes' village plans.

It will now be up to the government to decide whether to submit an official bid to the Commonwealth Games Federation.

"The government will make a decision on whether they believe it's value for money. They'll assess the budget that's being put forward, plus the economic impact and many other variables," Blanchard said.

■ Blanchard says Birmingham was the stronger bid of the two

Xtreme Boot Camps appoints former cagefighter **Alex Reid** as visiting trainer

Xtreme Boot Camps, a spin-off the independently-owned Xtreme Gyms, has signed up former mixed martial arts (MMA) fighter and celebrity Alex Reid as a visiting trainer.

The winner of the 2010 edition of Celebrity Big Brother – who established himself as one of the UK's most popular MMA fighters during a 16-year career – will join the Xtreme team immediately and will take part at the next boot camp in October.

The week-long Xtreme Boot Camps – held at the Malvern St. James School in Worcestershire – consist of daily training regimes, combining gym-based



■ The winner of Celebrity Big Brother has joined the team at Xtreme

"I've created what I think is the only fitness programme you'll ever need and am excited to bring this to Xtreme Boot Camps"

workouts with intensive outdoor fitness activities.

Xtreme Boot Camps was set up in October 2013 by

mother and son team, Zoe and James Evans – who also run the Xtreme Gym in Stratford-upon-Avon.

Reid has recently developed a fat burning, toning and combat workout system based on MMA conditioning, which he is currently rolling out across gyms in London. The programme will now feature at the boot camps.

James Evans, co-founder and trainer at Xtreme Boot Camps, said: "Alex will be joining the team and using his martial arts skills to add a new dimension to the training."

Commenting on the partnership, Reid said: "My main passions and interests have always been in wellbeing and longevity and of course to help people change their lives."



■ The launch is a significant step towards space tourism

Engineer **Alan Bennett** enters Britain into space tourism race

Britain has taken a big step in the space tourism race, with private firm Starchaser Industries successfully launching its first test flight of a reusable rocket.

Funded and built by the Manchester-based company, the 8.2m (27ft) Skybolt 2 test model was launched in Northumberland, where the carbon-fibre rocket reached 4,000ft (1,219m) before successfully coming back down to earth.

The rocket launch is a significant step towards the development of rockets for use in space tourism in the future, though Starchaser has stiff competition, with the



likes of Space X and Virgin Galactic making significant strides towards the goal of an operating space tourism industry.

“One of the things we want to do is make space tourism a reality, we want to be launching people into space and this rocket was carrying various systems and experiments that will allow us to do that,” said Starchaser managing director Alan Bennett, speaking to *The Guardian*.

In addition to its primary goal of creating a rocket capable of transporting people to and from space, the plan is to also use Skybolt 2 for education purposes – including school visits around the UK.

“We want to make space tourism a reality, we want to be launching people into space”

MEET THE TEAM

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EXPANSION

TRIB3 set to open in Leeds and Moscow

TRIB3 has added two studios to its portfolio, with the opening of a 4,500sq ft (418sq m) club in Leeds, West Yorkshire, and the boutique gym's first European site in the Russian capital of Moscow.

The Leeds studio, which has space for 36 people, will feature lighting created by Lightmasters, with cardio equipment provided by Star Track. It will also feature Safe Space lockers and MYZONE technology.

Sheffield company Ovo Spaces has fitted out the studio.

TRIB3, which has three studios in Sheffield, announced earlier this year that it was planning

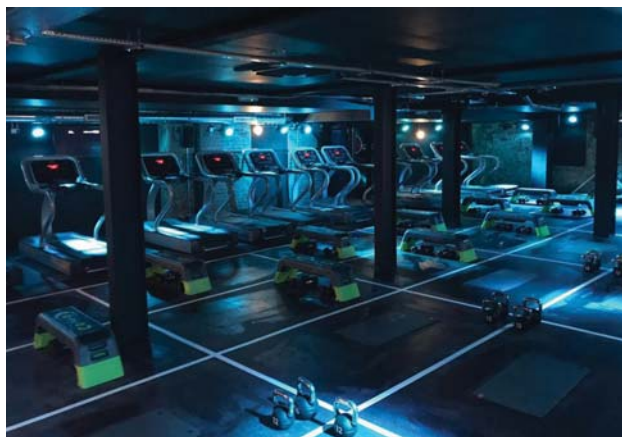
to open its first overseas site in Moscow.

The 5,000sq ft (465sq m) studio is part of its continued growth, with a gym in Barcelona, Spain, set to follow in January.

"With more than 15 franchisees already signed up to take a TRIB3 store, our main goal is to secure the European market and our openings in Leeds and Moscow, with Barcelona to follow in early 2018, we are well on target to meet our goals," said TRIB3 chief executive Kevin Yates.

Founded by Yates, Dan Summerson and David Cross, the TRIB3 concept is based on HIIT workouts.

[More: http://lei.sr?a=q7f5d_0](http://lei.sr?a=q7f5d_0)



■ TRIB3 recently opened in Wellington Street, Leeds



Our main goal is to secure the European market

Kevin Yates

PUBLIC OPERATORS

GLL invests £3.4m in Cardiff leisure centres



We will make the centres more attractive

Juliette Dickinson

Greenwich Leisure Limited (GLL) has begun the first phase of a £3.4m (US\$4.5m, €3.8m) investment project to improve four leisure facilities it operates in Cardiff, Wales.

GLL took over the day-to-day operation of eight facilities from Cardiff City Council in December last year with a remit to refresh facilities and improve footfall.

The Welsh council appointed an external partner to manage its centres due to local authority cuts.

"Customers will have a better experience when using our centres



■ Llanishen Leisure Centre will receive a facelift

– we are installing the latest gym equipment and refreshing the look and feel so our centres offer a brighter, more attractive visit," said Juliette Dickinson, GLL regional director.

[More: http://lei.sr?a=V5D5Q](http://lei.sr?a=V5D5Q)

PUBLIC

£7.5m Erdington Leisure Centre opens to the public



The opening provides a high-quality facility for our community

Brian Taylor

Erdington Leisure Centre in Birmingham opened to the public on 4 September as part of Birmingham City Council's (BCC) £40m investment programme in the city's ageing leisure centre stock.

The new £7.5m centre features a 25m swimming pool, teaching pool and a health club with a 70-station gym floor and group exercise space. The centre has been designed to offer a wide range of fitness classes.

Erdington is the first of four new complexes to be completed as part of the £40m BCC investment.



■ Erdington is the first of four new complexes to open

Two other existing centres in Stechford and Northfield will be replaced by new facilities, while one entirely new centre will be built in Icknield Port Loop in Edgbaston.

BCLT chair Brian Taylor said: "I'm very proud to hand over such a high quality facility to our community."

[More: http://lei.sr?a=B6n6V](http://lei.sr?a=B6n6V)

INTERVENTION

Health scheme helps Essex patients get active

A health programme that prescribes exercise as medicine has helped more than 1,700 patients in Essex to become physically active.

The Let's Get Moving (LGM) scheme - run by ukactive in conjunction with Active Essex - targets patients in need of activity interventions, giving them the tools and confidence to develop positive lifestyle habits and meet people. ukactive has been delivering the plan in the county for more than two years, with research showing that participants showed an average 75 per cent increase



■ The health programme prescribes exercise as medicine and has helped more than 1,700 patients



Group workout visits grew by 13 per cent in 2016

in physical activity levels by the end of the programme.

Thirteen GP surgeries across Essex have taken part in the scheme, which uses

motivational interviewing techniques by community exercise professionals to give patients the inspiration and opportunity to get active.

The intervention offers 12 weeks of support, which includes appointments with an exercise professional.

[More: http://lei.sr?a=j8h6w_0](http://lei.sr?a=j8h6w_0)

Les Mills and Alliance join forces to drive participation

Leisure development company Alliance Leisure and group exercise specialist Les Mills UK are working together in partnership to help operators install facilities that can help drive participation in communal physical activity.

By combining their expertise and research, the two companies are focused on adopting a holistic approach to facility development, providing solutions for both the physical building and studio programming to help motivate users.

[More: http://lei.sr?a=Y7c4e_0](http://lei.sr?a=Y7c4e_0)

REDEVELOPMENT

Hambleton set for £2.5m revamp

Work is set to begin on a £2.5m redevelopment of Hambleton Leisure Centre in Northallerton, North Yorkshire.

Facility development specialist Alliance Leisure – which is leading the six-month project – has appointed contractor ISG to undertake the work, which will result in a new 5,100sq ft (473sq m) extension.

The new complex will house a new health club and toning area, with the current gym space being converted into group exercise studios, including an immersive indoor cycling studio.

New energy-efficient lighting will also be installed in the sports hall

and the timber sprung floor will be upgraded.

The refurbishment of the existing centre will include repair and upgrade works to the existing water slides, flumes and wave machine in the pool area. The changing facilities will also be upgraded with the addition of a new members' change area.

"Our team will be working in a live environment," said Andy McLinden, managing director of ISG's UK Construction North and Scotland business.

"We've had an agreement with Alliance Leisure since 2010, built around Sport England's need to engage people in fitness initiatives."

[More: http://lei.sr?a=J8d8q](http://lei.sr?a=J8d8q)



■ Alliance Leisure is leading the six-month project



Our team will be working in a live environment

Andy McLinden,
managing director

DEVELOPMENTS

Classroom exercise helps combat childhood inactivity



Daily movement will help lead kids to better health

Cedrix X Bryant

Exercise videos in school classrooms could be a cost-effective solution to help introduce more physical activity into schools, an American Council on Exercise (ACE) study has concluded.

Research, supported by ACE and performed by Dr Leon Greene at the University of Kansas Department of Health, Sport and Exercise Sciences, involved 16 teachers and more than 400 students in second, third, fourth and fifth grade classes.

PE teachers helped researchers design eight exercise videos targeted at each age group. The students exercised with



■ AS Exercise videos could help shift traditionally sedentary classrooms toward more dynamic settings

10-minute videos up to twice a day for one month. After four weeks of up to two video exercise sessions per day, students were more active and, according to the teachers, better behaved.

"Daily movement will help lead kids to better health," said ACE chief science officer Cedrix X Bryant.

[More: http://lei.sr?a=9U6q3](http://lei.sr?a=9U6q3)

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FACILITIES

Harriers plan community-led stadium

Kidderminster Harriers football club has submitted a proposal to the Wyre Forest District Council to build a new stadium, with facilities to benefit the town's local community.

The National League North side is planning to prematurely end the lease on its current ground – the club's home since 1890 – allowing the council to redevelop it into housing.

Plans for the new venue would encompass a new, purpose-built stadium for Kidderminster Harriers, as well as a large training complex. In addition, the site would feature artificial pitches open to the public and educational facilities for

all age groups. The proposed new site would be located across the town at the Centre of Sporting Excellence, which is already home to the club's football academy and the first team's training pitches.

There has been some push back from fans against the decision, but Harriers chair Colin Gordon stated his believes that the move is necessary.

"The simple fact of the matter is that we cannot be at the heart of our community if we're sat in the middle of a housing estate," he said.

"On a Saturday afternoon we want the entire town to come and watch us play."

[More: http://lei.sr?a=C4s6D](http://lei.sr?a=C4s6D)



■ Plans for the stadium include a include a training complex



We want the entire town to come and watch us play

Colin Gordon, chair, Kidderminster Harriers

ELITE SPORT

Championship rugby clubs launch grassroots initiative



Fans are encouraged to make their case via social media for the cause they feel is most in need of help

Professional clubs playing in the second tier of English rugby have signed up to a grassroots rugby development programme, which will see a selection of players from each club go out and help their local communities.

The Supporters' Supporter scheme will see Championship clubs announce on social media dates and times that players will be available to help out with a local project.

All club fans are encouraged to make their case via social media for the cause they feel is most in need of help. The clubs will then choose a project



■ The scheme will see players from each club help out

to help with from all of the responses and their players will get involved.

Funded by the Championship's title sponsor, Greene King brewery, the Supporters' Supporter scheme is part of a wider strategy to grow rugby union at grassroots level.

[More: http://lei.sr?a=e8v4r](http://lei.sr?a=e8v4r)

DEVELOPMENT

Worcester seeking new investors to combat losses



The club hasn't set a deadline for finding the right investor

Bill Bolsover, Warriors chair

English Aviva Premiership rugby club Worcester Warriors has confirmed it is looking for fresh investment, following reports that the club has lost more than £15m over the past three seasons.

In a statement, Warriors chair Bill Bolsover said that the introduction of a new investor could ultimately lead to a change of ownership.

The majority share in the club is currently held by Sixways Holdings.

Speaking on behalf of Sixways, Bolsover said: "The club can confirm it is always seeking further investment to support our existing



■ A new investor could lead to a change in ownerships

shareholders and to ensure that the club continues to compete at the highest level in the years ahead.

"This is part of our ongoing strategy and we are committed to finding the right partner to help take the club forward. The club has not set any deadlines on finding the right investor."

[More: http://lei.sr?a=F4F5R](http://lei.sr?a=F4F5R)

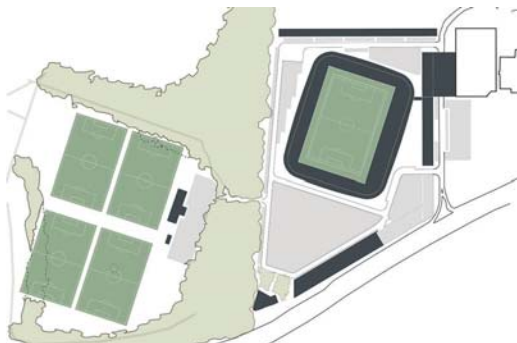
GOVERNANCE

Dundee FC formalises new stadium plans

Scottish Premiership football club Dundee FC has tabled plans to leave its current Dens Park home and build a new stadium in the north of the city.

Dark Blue Properties (DBP) – a venture set up by the club to drive the project – and architects Leadingham Jameson Rogers and Hynd have submitted a pre-application notice for a stadium and mixed-used development on land adjacent to Camperdown Leisure Park.

Dundee FC managing director John Nelms has previously revealed his



■ Losing the funding could have put the NGB 'at risk'



The public consultation is important to the success of the project

John Nelms, managing director

intention to move to a new home and the notice signal's Dundee FC's intent to submit a planning application later this year – and also begins a period of statutory and public consultation on the plans.

In a statement, the club said: "The public consultation – to allow the exploration of a wide range of issues – is important to the success of the project, including site access."

[More: http://lei.sr?a=Q6P8K](http://lei.sr?a=Q6P8K)

CIMPSA receives £1.2m Sport England cash boost

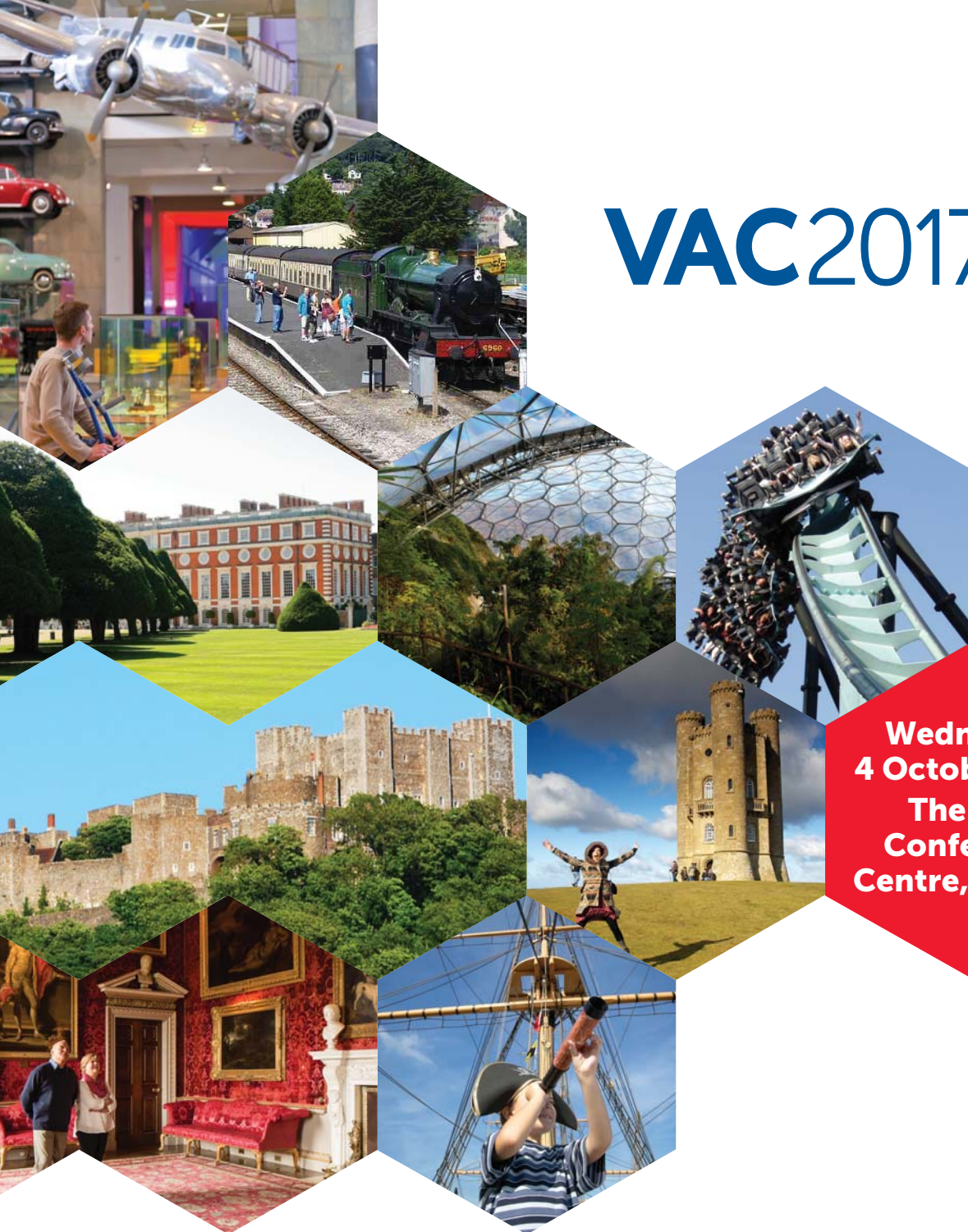
The physical activity sector's chartered professional body has received £1.2m from Sport England to create a highly skilled workforce and transform the delivery of sport and exercise services.

Covering the next two years, the fund will enable the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) to contribute to the workforce development goals of Sport England's 2016 Towards an Active Nation strategy.

[More: http://lei.sr?a=y8V6j](http://lei.sr?a=y8V6j)



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Driving the agenda

As we enter the last quarter of 2017, I am delighted to welcome Sport England's latest pledge of support for CIMSPA, which further strengthens the partnership between our two organisations. This, together with the backing we receive from the DCMS, will allow us to resource and service our members through education products. It will also allow us to drive the agenda at pace and all but complete our work on the professional standards matrix by the end of March 2018. To achieve something that the sector has been talking about for 30 years in just 18 months will be quite an accomplishment, and is down to the support we enjoy from Sport England and the sector.

Standard practice

We've enjoyed extremely positive engagement with the government agency's head of coaching, Stuart Armstrong, in the development of our coaching professional development standards. As a result of this, the standards will be written and published by the end of the year.



■ Sport England's head of coaching, Stuart Armstrong, has worked with CIMSPA

Workforce strategy

Sport England has appointed Caroline Fraser to the new role of workforce development director. With a successful background in retail and the NHS, Caroline has a wealth of experience in people management and clearly understands the importance of professionalising the sector.

Caroline has worked within the sphere of chartered institutes before and is passionate about bringing credibility and status to our sector in line with CIMSPA's goals.

I very much look forward to working with Caroline and Sport England's workforce strategy, which is due to be published later this year.

New recruits

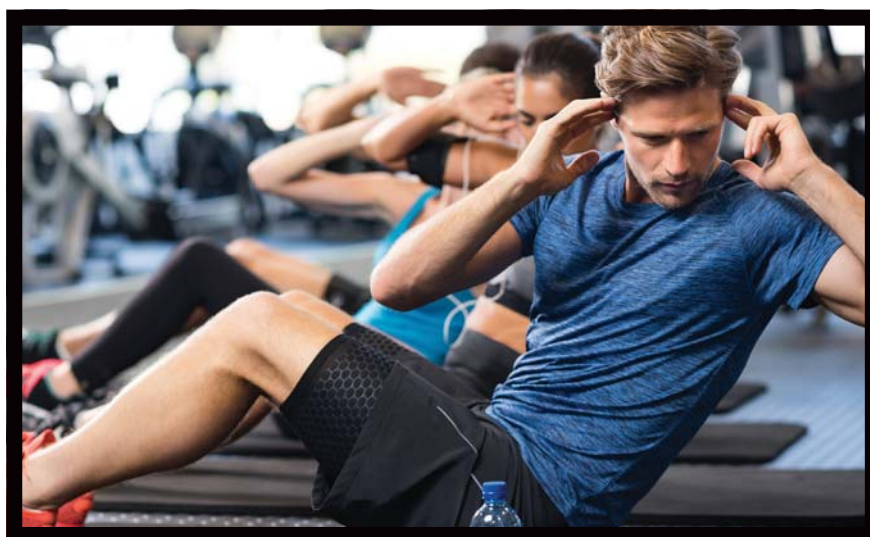
Finally, I'm pleased to announce that CIMSPA is recruiting across a number of roles in education, communications, membership and partnership services. We are looking for people who are passionate about shaping our sport and physical activity workforce to tackle the UK's inactivity crisis. Watch this space. ●



■ Tara Dillion, chief executive of CIMSPA



We've enjoyed extremely positive engagement with the government's head of coaching in the development of our coaching standards



TRAINING

Macdonald teams up with Elemis

UK-based independent hotel group Macdonald Hotels & Resorts is continuing to invest in its wellness offering with the launch of a career pathway for its spa staff.

As part of a strategy to identify, train and retain key spa workers, the group has introduced the Spa Career Development Plan, designed to provide staff with access to structured support and a programme of continued professional development.

Spa staff will be able to benefit from a tailor-made careers programme, which has been constructed in cooperation with UK-based product house Elemis and its Academy of Excellence. Each participant's programme

will be designed based on their specific needs and level of experience across six positions, ranging from apprentice spa therapist to regional spa manager.

"A career within the spa industry can be challenging and inspiring but not everyone is aware of the opportunities and the support we can give to help our therapists fulfil their career aspirations," said Keith Pickard, group director of spa at Macdonald Hotels. "Our Spa Career Development Plan clearly outlines the support available and formalises the training schemes provided by our product houses."

[More: http://lei.sr?a=j6Z3q](http://lei.sr?a=j6Z3q)



■ Spa staff will benefit from a tailor-made careers programme



“
Our programme clearly outlines the support available for staff

Keith Pickard, group director of spa, Macdonald Hotels

PEOPLE

CG Funk joins The Massage Company board



“
Launching a business which creates a market is an amazing feat

CG Funk

The Massage Company has appointed CG Funk as a consultant adviser in order to drive the company's growth in the UK.

Funk, the former vice president of product development for US-based franchise Massage Envy, will join the board of The Massage Company – a franchise-based venture launched in 2016 by UK Spa Association chair Charlie Thompson and former managing director of Murad, Elliot Walker.

Funk is a 25-year spa industry veteran and played a key role in the growth of US-based Massage Envy from 30 franchised locations to more than 1,100.



■ Massage Company founder Charlie Thompson (left)

"I have much respect for The Massage Company's focus on combined growth and quality," Funk said.

"Launching a business that creates a new market in the UK is an amazing feat. I'm impressed with how they are focused on both sales and training as top priorities."

[More: http://lei.sr?a=U9U7D](http://lei.sr?a=U9U7D)

Training news

FITNESS

Clubbercise expands with instructor course



The reception we've received has been incredible

Claire Burlison Green

UK-based dance fitness brand Clubbercise has launched an instructor training course in Australia.

Nine students passed the first course and can now teach classes in the country. The course was led by master trainer Jade Purdie, who has been running Clubbercise sessions in Melbourne, Victoria since December 2016.

Some of the instructors who attended the course were from gym chains Fernwood Fitness and Genesis Fitness, which launched Clubbercise to its members in July.



■ Clubbercise has expanded into Australia

Clubbercise classes see participants workout with glow sticks in a darkened room with disco lighting.

"The reception we've received from the Australian market is incredible – we've already launched two more courses to meet demand," said Claire Burlison Green, Clubbercise founder.

[More: http://lei.sr?a=k7e9Z_0](http://lei.sr?a=k7e9Z_0)

SWIMMING

Swimming Nature takes advantage of teacher shortage

Independent swimming tuition provider Swimming Nature has continued its drive for growth by securing contracts for the use of 15 additional pools.

The deals – which include pools operated by hotel groups Q Hotels, Hilton and Jurys Inn, as well as a selection of premium independent locations – have widened Swimming Nature's network in the UK by 40 per cent.

Swimming Nature's expansion comes amidst a shortage of swimming teachers and lifeguards in the UK.

The acute lack of swimming teachers means



We aim to teach 20,000 students each week

Eduardo Ferré, CEO, Swimming Nature



■ Steve Philpott (left) and Michael Clark are overseeing the rapid expansion of Swimming Nature

that half of 11-year-olds in the UK can't swim 25 metres, while a lifeguard shortage is forcing swimming pools to limit opening hours.

Eduardo Ferré, CEO of Swimming Nature, said: "Our goal is to grow the number of students we teach per week to 20,000 over the next three years."

Swimming Nature's business development director Michael Clark

added: "What's unique about our service is that it can work independently or augment existing provision.

"We often find that operators aren't maximising their aquatic real estate and we are a great partner to help them enhance their overall consumer experience and create a revenue stream that is low-maintenance and high-return."

[More: http://lei.sr?a=P7X2M](http://lei.sr?a=P7X2M)

NEW HOTEL

Luxury hotel included in Newcastle plan

Plans for a multi-million pound hotel complex complete with a rooftop swimming pool, nightclub, restaurants and retail outlets have been unveiled for Newcastle city centre.

Local firm Space Architects are designing the scheme, which will encompass nine existing neoclassical buildings – seven of which are Grade II listed – along the city's Grey Street.

The studio has been tasked with creating a new visitor attraction for the North East region, while making sure their design is sympathetic the historic façades of the street. Director David Coundon

said: "We're very excited at the scale and ambition of this project. It allows us to deliver an important restoration project for the city, generating new luxury facilities that will attract visitors and locals alike."

Leisure operator Malhotra Group PLC – which also owns the neighbouring Grey Street Hotel – is overseeing the £35m development, and plans to build a 20 bedroom, four star deluxe hotel at its heart.

The project also includes the site of the city's original Theatre Royal – which will become home to a number of retail outlets within a glass covered cobbled street.

[More: http://lei.sr?a=M5U7m](http://lei.sr?a=M5U7m)



■ The project will include a 20-bedroom, luxury hotel



This project allows us to generate new luxury facilities

David Coundon, director

DESIGN

Center Parcs reveals Waterside Lodge concept



The new accommodation will be in the heart of the park

Martin Dalby, CEO, Center Parcs

Center Parcs has released detailed designs for the new style of accommodation being introduced at its Elveden Forest resort next year.

Aimed at families, the new Waterside Lodges are positioned at a prime location in the heart of the 400-acre forest and offer direct views over the Elveden Forest's lake.

Inspired by Scandinavian and nautical themes, the lodges have been designed to "connect families with surrounding nature".

Housing three en-suite bedrooms – two double and one single – upstairs,



■ The new accommodation will open in 2018

the lodges also feature rustic balconies overlooking the water.

Sleeping up to six guests, the lodges will offer free WiFi and a hot tub on an outside deck.

Martin Dalby, CEO of Center Parcs said: "The new accommodation, will be right in the heart of the Elveden resort."

[More: http://lei.sr?a=k2j3u_0](http://lei.sr?a=k2j3u_0)

Breaking out of the Westminster box

A recent TV news VoxPop on sports policy threw up insights into government priorities. Seasoned Westminster parliamentarians commented: “It’s tough for sport to get a look in against big issues like Brexit, the NHS, social care crisis, youth crime and mental health.”

Such words reinforced the view that physical activity sits in a box in Westminster entitled “DCMS”, from which it shouldn’t stray and look to influence other issues which aren’t its business (i.e. the grown-up stuff), so what should our sector do about this?

Making the case

One of the great things about National Fitness Day (NFD) – to be held on 27th September this year – is that it allows people to celebrate their personal relationship with activity and fitness. The breadth of stories captured – covering issues of mental wellbeing, loneliness, active ageing, young people’s behaviour and educational success – are some of the most powerful testimonials for the work the physical activity sector does, and a barometer of its importance to society.

It seems the public is ahead of many of our elected representatives on this issue, having a greater feel for the value of physical activity across our lives. Furthermore, you just have to look at the major brands now aligned with physical activity to fully see the sector’s relevance.

The ambition to support the sector is there within Westminster, and the vision set out in Tracey Crouch’s Sporting Futures strategy champions the role of physical activity in society, yet despite the hard work of a great team at DCMS who live and breathe

this agenda, I suspect the document is gathering dust in too many other government departments.

Exciting initiatives

However, there are exceptions which we are excited to support. Firstly the Ministry of Justice is seeking to strengthen the use of physical activity in achieving positive outcomes for adult offenders and young people in the justice system. Secondly the Department of Work and Pensions is working with ukactive – in work led by disabilities minister Penny Mordaunt MP – to encourage more disabled people to engage with the physical activity sector, for the benefit of both.

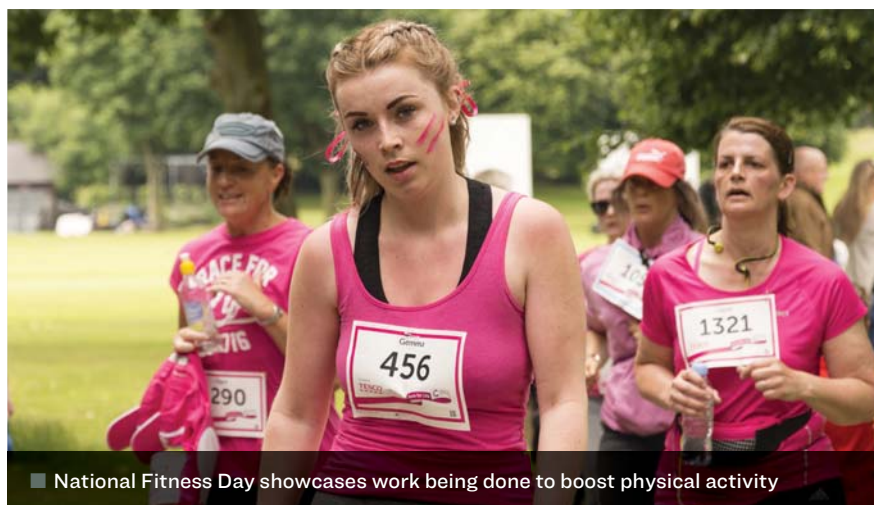
That said, our agenda needs to fully break out of its Westminster box so all government departments understand and implement programmes that harness the value of physical activity. We know from our campaigns like NFD that the impact of activity defies categorisation, so we must continue to challenge the government to embrace its full potential. ●



■ Hugh Edward, ukactive public affairs director



It seems the public is ahead of many of our elected representatives in government when it comes to appreciating the value of physical activity



■ National Fitness Day showcases work being done to boost physical activity

INBOUND TOURISM

Visits to London to grow by 30 per cent

Sadiq Khan has set out his tourism vision for the UK capital through to 2025, with the London mayor eyeing significant increases in tourism and revenue thanks to the newly-laid out industry masterplan.

Headed up by London & Partners (L&P), the tourism plan forecasts a 30 per cent increase in international and domestic visits to 42.6 million visitors annually, with a projected spending jump of 50 per cent to £22bn (US\$28.4bn, €23.9bn).

"The benefit visitors bring to the city is huge – around one in one in seven of London's workforce are employed directly or indirectly by the tourism

sector – and this is an industry that provides opportunities to people at every stage of a career, from entry level jobs to senior management," said Khan.

"This vision to progress London's position as a global capital for tourism sets out a clear direction for London's tourism sector, identifying where future growth will come from and the real opportunity we have to harness and manage that growth."

China and India will be key markets in the vision, with Chinese visitor numbers expected to double by 2025 and Indian visitors to increase by 90 per cent.

[More: http://lei.sr?a=3s6t3](http://lei.sr?a=3s6t3)



■ More than 100 industry partners are involved with the plan



This plan sets out a clear direction for London's tourism

Sadiq Khan, mayor of London

SUSTAINABILITY

£2.5m 'staycation' campaign to target young UK adults



We want more young people to take in our world-class sites

John Glen, tourism minister

VisitBritain has launched a UK-wide campaign to encourage the country's young adult population to take their holiday at home.

The £2.5m Join the World – Discover the UK digital and social media campaign, launching today (11 September), is targeting what VisitBritain calls the 'lost generation'. Statistics show that 16 to 34-year olds took almost 1.4 million fewer holidays at home last year compared to a decade ago.

The campaign will use overseas social media influencers and travellers to



■ Less young people now holiday in the UK

showcase to their peers the "amazing moments and experiences that can only be had on a holiday at home in the UK".

"We want to inspire more young people to take in our world-class attractions, sites and cities," said tourism minister John Glen.

[More: http://lei.sr?a=q8W9e](http://lei.sr?a=q8W9e)



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MUSEUMS

One million visit City of Culture museums

Hull's museums, including the Ferens Art Gallery, the Hull History Centre and the Arctic Corsair trawler have recorded more than one million visitors since January, the highest figure since records began in 1960.

According to the City Council, the busiest day for Hull's museums was on 21 January where a total of 12,805 people visited the cultural attractions.

Hull was awarded the City of Culture in 2013 and has redeveloped a number of its cultural draws in the intermittent period, including a £5.2m (US\$6.7m, €5.6m) renovation for the Ferens Art Gallery, which was selected to host this year's Turner

Prize. The figure, which shows the success that the title of City of Culture can bring, also included Wilberforce House, the Hull and East Riding Museum, Streetlife Museum of Transport, Spurn Lightship, Hull Maritime Museum, and the Hands on Museum.

"We are delighted that such large numbers of people have visited our museums and art gallery during our year as the UK's City of Culture," said Hull City councillor and portfolio holder for Leisure and Tourism, Terry Geraghty. "Reaching one million visitors acknowledges the quality of our exhibitions."

[More: http://lei.sr?a=g2c8a_0](http://lei.sr?a=g2c8a_0)



■ The Ferens Art Gallery will host this year's Turner Prize



Reaching one million visitors shows the quality of our exhibitions

Terry Geraghty, Hull city councillor

NEW ATTRACTION

Thorpe Park confirms, *The Walking Dead* for Fright Nights



This is a gamechanger for Thorpe Park

Dominic Jones, divisional director, Thorpe Park

Earlier this year Thorpe Park promised to "up the ante" in the lead up to Halloween, and the operator has delivered, confirming plans to bring global IP *The Walking Dead* to the park for its popular Fright Night events.

In an exclusive deal with US television network AMC, two new live-action attractions based on the globally-renowned series will debut in the lead up to the premier of the show's eighth season, which returns on 23 October.

"This is a gamechanger for Thorpe Park," said Dominic Jones, divisional director for Thorpe Park.



■ Thorpe Park unveiled a gory living billboard

"We're really upping our game for Fright Nights 2017. This is one of the world's strongest IPs and we're pleased to bring it to the masses."

The new attractions will both be horror mazes, one indoor and one outdoor.

[More: http://lei.sr?a=e7h4x](http://lei.sr?a=e7h4x)

SCIENCE CENTRES

Inspiring Science Fund hands out £13m

Five science centres in the UK are to receive a combined £13m in funding to encourage new and different ideas that will help to make science more accessible to the general public.

Awarded through the Inspiring Science Fund – a partnership between the Department for Business, Energy & Industrial Strategy and the Wellcome Trust – the fund offers the opportunity to develop meaningful engagement with underrepresented audiences.

Newcastle's International Centre for Life has been awarded £2.6m, which will be used to create new exhibitions and a programme of science engagement

initiatives with community groups in the region.

At Bristol, soon to relaunch as We The Curious, will receive £3m with a new aim to “create a culture of curiosity” as a “multi-disciplinary space where science and culture collide and collaborate.”

Thinktank – the science museum in Birmingham – has been awarded £1.4m for its child-sized mini city, while in Scotland, Aberdeen Science Centre will receive £3m towards its £4.7m redevelopment.

Finally in Northern Ireland, Belfast's W5 will receive £3m to create new immersive exhibition areas and experiences.

[More: http://lei.sr?a=V5Z3x](http://lei.sr?a=V5Z3x)



■ International Centre for Life was awarded £2.6m



The fund offers the opportunity to develop meaningful engagement with underserved and underrepresented audiences

FUNDING

UK arts threatened by £39m cut to British Council funding



The council needs to maintain its culture standards

William Burdett-Couts

An open letter penned to Boris Johnson, Britain's secretary of state for foreign affairs, has called on the minister to reconsider funding cuts which would force the British Council to scale back its work in developed countries, significantly affecting the UK's culture sector.

If the decision to cut its funding – made before Britain's decision to leave the European Union was decided – goes ahead, it will be reduced from £39m in 2016/17 to zero by 2019/20.

Penned by William Burdett-Couts – artistic director for theatre and comedy



■ The letter calls on Boris Johnson to reconsider

promotion company Assembly, and signed by 14 other heads of major culture projects in the UK – the open letter urges Johnson to reconsider the Council cuts so it can maintain its culture standards in what will be an important time for the UK ahead of Brexit.

[More: http://lei.sr?a=Y7F6A](http://lei.sr?a=Y7F6A)



GAINING POWER

As large consumers of power, how can sport and leisure operators buy wisely, manage their consumption and even generate their own energy on-site? Phil Bryant of British Gas explains

What are the key factors that energy procurement managers should be considering today, and how can British Gas help?

At British Gas Business we encourage businesses to consider 'three pillars' when it comes to their energy supply. The first step is to help them review what supply product they are on and to buy more wisely.

Some of our customers like to see how the market changes, and buy when it's favourable. Others like the security of budgeting for a fixed price for the longer term. Fortunately, at British Gas Business, our range of tariffs suits both strategies. Fixed price contracts for up to five years help businesses budget, while flexible contracts give them more control over their energy spend. Some prefer a hybrid model with our blended contracts.

Secondly, operators need the right tools to help them use energy more wisely. Access to reliable consumption and invoicing data is incredibly important when making decisions about their estate. All our business



We can help identify what options and assets are available for on-site energy generation, helping businesses avoid costs at peak periods and even generate income

Phil Bryant, British Gas

supply contracts offer the option for automatic meter reading and an online energy management portal.

Using insights gained from intelligent data monitoring, we use live demand profiles to identify consumption trends and recommend

areas where savings can be made.

Thirdly, we can help identify what options and assets are available for on-site generation, helping businesses avoid costs at peak periods and even generate income.

What does British Gas Business see as the main energy challenges for leisure operators?

Operators should ensure their energy strategy allows them options on how to purchase their energy and monitor usage.

Non-commodity costs currently make up around half of a business's energy bill, and industry forecasts suggest this could increase to nearly 60 per cent. With a large proportion of energy expenses being incurred between 4-7pm, the way to avoid these costs is to not use energy from the grid.

Clearly these are peak times for leisure operators so shutting down is not an option, but by utilising technology from a Distributed Energy (DE) solution, the costs can be avoided.



■ Cloud-based analytics and wireless sensor technology can help operators



This is through solutions such as combined heat and power (CHP), allowing electricity and heat to be generated on site with the use of a gas intake boiler. Electricity can also be produced at different times, charged to an on-site battery, and then discharged during peak hours.

Can you explain more about the Distributed Energy concept and why it's important for businesses?

Distributed Energy represents a shift away from the traditional model of large power stations feeding electricity into the National Grid and on to local distribution networks. It's a world where smaller generation sites join forces with battery storage, energy efficiency and smart building management systems, all managed from a single energy control centre.

The concept can apply to both multi-site businesses and single site operators within the corporate energy sector, so it's extremely relevant for the leisure and health club sectors.

Our aim is to help businesses and other large energy users take control of their energy by giving them the power to operate, monitor, and optimise their energy assets.

Centrica recently acquired Panoramic Power. What does this bring to the portfolio?

Panoramic Power was acquired by Centrica to complement our DE strategy. Combined with cloud-based analytics, the wireless sensor technology allows customers to obtain valuable insight into their energy usage – beyond the meter consumption and down to appliance level.

It's managed online or through mobile apps, and provides real-time energy usage data on circuits or elements of buildings e.g. certain floors or rooms.

It will enable operators to identify inefficient equipment and potentially predict breakdowns before they happen; therefore mitigating potential downtime or valuable space being used for temporary generators.

What part does a company's energy policy play in managing their brand reputation?

As natural energy sources deplete and we become more reliable on new, greener technologies, organisations can use energy to boost their CSR credentials and therefore their brand reputation. By embracing the future world now, exploring the wider energy strategy around DE and adopting some of the technologies, they will be able to state their CSR credentials in this space and their support for the UK energy infrastructure long term.





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Kaylë Burgham

HEAD OF AQUATICS
STA

I am passionate about promoting the benefits of learning to swim in a learner-focused environment

Kaylë Burgham began working in the leisure industry as a lifeguard when she was 15 years old. She joined Swimming Teachers Association (STA) in 2011 as the technical support officer for swimming, and has recently been named head of aquatics at the company.



What are your goals?

I am passionate about promoting the benefits, and importance of learning to swim in a learner-focused environment. I want to share this passion to inspire a new generation of aquatic professionals, and use my experience to shape future standards.

from. Someone once told me to think wisely about the company you're working for as they hold the key to your future. If they are constantly on the move, forward thinking and fun to work for, that allows you to grow with them.

What drew you to the leisure industry?

"I have always loved swimming and working with children. When I started to assist with lessons I saw first hand how much enjoyment children and adults alike got from learning to swim. I then understood the importance of learning to swim and the life skill it is – and fully appreciated how important the role of a swimming teacher was. The more involved I got, the more I fell in love with teaching and swimming, and the more I knew I wanted to do this as a career."

What is your favourite part of your job?

"There are so many parts. I enjoy working with like-minded professionals to develop high quality aquatic qualifications and seeing them successfully come to life in the pool. I have been incredibly lucky to have been given opportunities to travel the world and meet with many leading experts across a range of aquatic specialisms, from baby swimming to adult and disability swimming. I especially enjoy learning from people who share my love of swimming, and exploring the different emotional and psychological aspects of teaching so we as aquatic professionals can give our learners the most enjoyable learn to swim experience."

Proud Moments

"One of my proudest moments was launching the STA Level 3 Diploma in Aquatic Teaching – Baby and Pre-School qualification last year. I got to stand next to people who I respect and was classed as a leading expert in baby swimming." Knowing years of research, teaching and hard work has amounted to me being considered as in the same league as them was a proud moment."



■ Kaylë began her career as a swimming teacher



Years of research and planning have now culminated in what we feel will be an amazing experience for our guests

Gavin Woodhouse, chair of Northern Powerhouse Developments



Adventurous Spirit

AECOM to oversee multi-million-pound Center
Parcs-style activity resort in Wales

RESORT SITE PLAN

An aerial view of Afan Valley Adventure Resort and the proposed locations of the activity zones and lodges.



■ AECOM will deliver project management, cost consultancy and wider multi-disciplinary services

A major adventure resort offering a wide variety of physical, thrilling and wellness activities, a 100-bedroom hotel and 400 luxury lodges on a 480-acre (194-hectare) Welsh site will be project managed by AECOM.

Afan Valley Adventure Resort will offer a mix of healthy and exhilarating pastimes, including water sports, mountain biking, survival training, trampolining, surfing and zorbing, in response to rising demand for British holidays with a stronger emphasis on being active outdoors.

The project is the brainchild of Peter Moore, one of the team behind the launch of Center Parcs in the UK in 1987, and Gavin Woodhouse, chair of Northern Powerhouse Developments.

The latter firm has appointed AECOM to deliver project management, cost

■ Afan Valley Adventure Resort will offer a mix of healthy and exhilarating pastimes

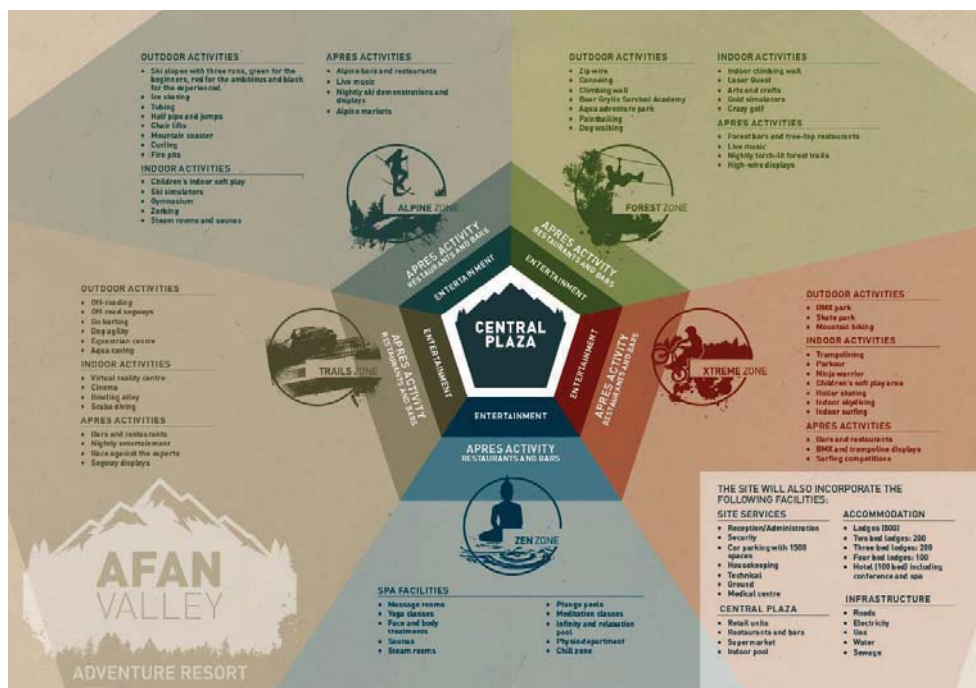


The plans for Afan Valley Adventure Resort have caught the imagination of all who have seen it

consultancy and wider multi-disciplinary services on the £130m project.

“The appointment of AECOM as project managers of the Afan Valley Adventure Resort is a decision we believe provides yet another tried and tested company working on our common goal,” said Woodhouse. “Years of research and planning have now culminated in what we feel will be an amazing experience for our guests.

The active lifestyle resort, which is expected to create 1,000 full time jobs, is divided into a number of themes, such as alpine, forest, trails, Zen and “Xtreme”, and will boast – among other things – ski slopes, an aqua adventure park, ice skating, gyms, steam rooms and saunas, zip wires, indoor climbing walls, Laser Quest, a soft play centre, a virtual reality centre, BMX and skate parks, aqua caving, an equestrian centre, bars, restaurants and retail outlets.



■ The project is the brainchild of Peter Moore, one of the team behind the launch of Center Parcs in the UK in 1987, and Gavin Woodhouse, chair of Northern Powerhouse Developments



Xercise4Less have given people in recovery from substance misuse a reason to get fit and healthy whilst making friends and having fun

Jane Moodie, CSI project coordinator



Exercise in addiction recovery

Recovering addicts offered free gym membership at Xercise4Less



■ Those on the road to recovery will be given a six-month membership at Xercise4Less

Low-cost gym chain Xercise4Less is collaborating with Lancashire Sport Partnership to help people recovering from drug and alcohol dependency by providing them with free gym memberships so they can incorporate regular physical activity into their daily routine.

The scheme is set to be rolled out in areas of the north west county after a pilot in Burnley, which was launched in December.

Lancashire Sport Partnership has developed a collaborative project called the Challenge Through Sport Initiative (CSI), which encourages adults in drug and alcohol recovery to get involved in regular sport and physical activity. The project is funded through Sport England's Get Healthy Get Active fund and the



■ The partnership venture provides regular sport activities for those in recovery

“ The staff have helped to build up our participants’ confidence and self-esteem ”

county’s police crime commissioner.

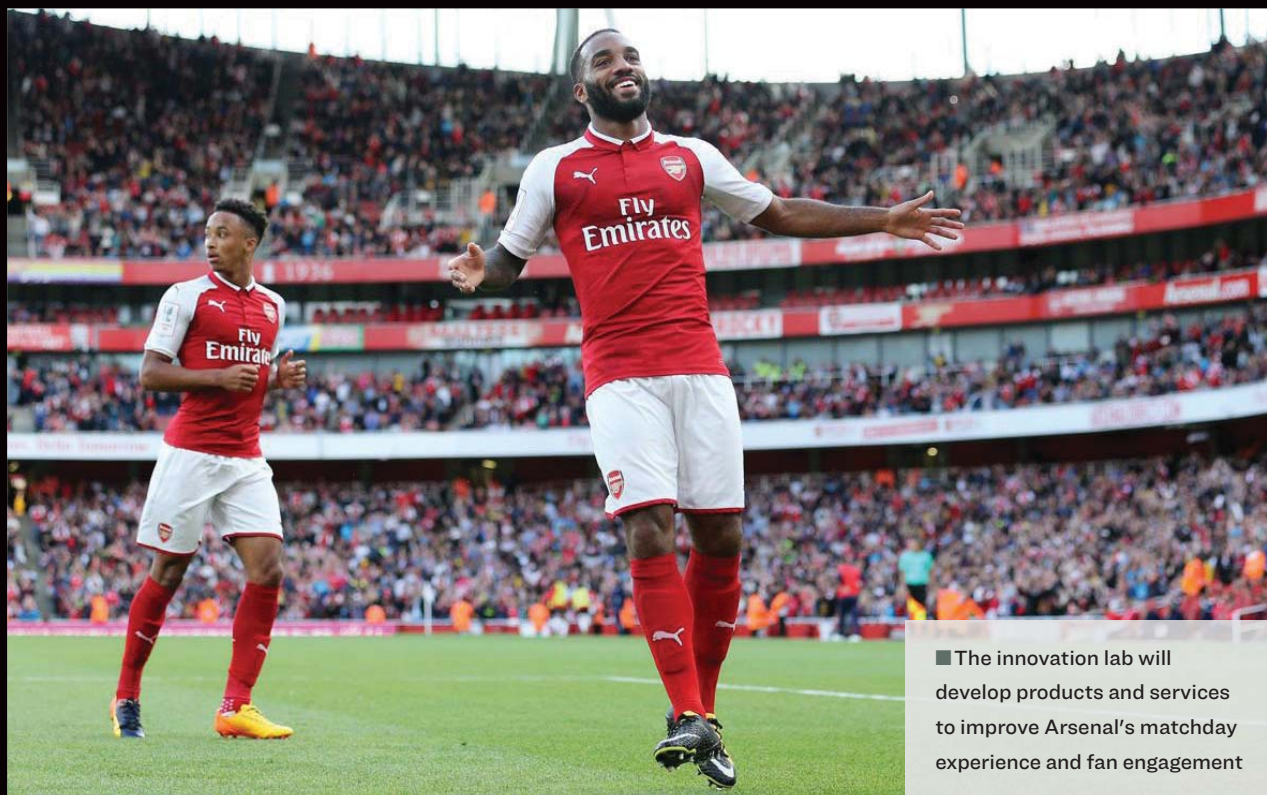
Those on the road to recovery will be given a six-month membership at Xercise4Less. After six months, users have the option to purchase a membership, but this will be decided on a case-by-case basis.

“CSI works with local organisations because they provide a more supportive, friendly approach and Xercise4Less offered an excellent service for our participants,” said Jane Moodie, CSI project coordinator.

“The staff have helped to build up our participants’ confidence and self-esteem. CSI have built up from 10 to 30 memberships in six months with some of those members having gone on to pay for their own. Xercise4Less have given people in recovery from substance misuse a reason to get fit and healthy whilst making friends and having fun.”



■ The Challenge Through Sport Initiative encourages active lifestyles for adults in recovery



Loading up the Arsenal

Arsenal Football Club has launched an innovation lab for startup organisations



■ Vinai Venkatesham is chief commercial officer at Arsenal

English Premier League club Arsenal has launched an innovation lab as part of plans to work closer with startup organisations.

The Arsenal Innovation Lab will enable the club to partner with entrepreneurial businesses in order to explore – and improve – areas such as matchday experience and fan engagement.

It will also use the lab to find innovative ways to “transform

commercial partners’ offering” and “build a retail operation for the future”.

As well as working with startups in football-related fields, the lab will offer companies a “wildcard” option – giving an opportunity to anyone to come forward with ideas, whatever their focus, to help take the club forward.

Following an application period, successful candidates will be mentored by senior business leaders from the club, and have the opportunity to test and demonstrate products or



ARSENAL
INNOVATION LAB



■ Arsenal will collaborate with entrepreneurial businesses on the project

services in live environments as well as the potential for investment.

"We know there are many brilliant startup companies with creative and innovative ideas and we are looking forward to working with them," said Vinai Venkatesham, Arsenal's chief commercial officer.

"The club has always placed a big emphasis on being pioneering and innovative and we plan to continue this by working with smart-thinking businesses to



"The club has always placed a big emphasis on being pioneering and innovative and we plan to continue this by working with smart-thinking businesses to help us identify ground-breaking ideas"

help us identify ground-breaking ideas to take us forwards."

Applications are now open for Arsenal Innovation Lab's first 10-week programme, which will be run in collaboration with corporate innovation specialist L Marks.

"Though based in London, Arsenal has global support which presents amazing opportunities for new businesses working on digital fan engagement and other relevant solutions to work with the club," said Stuart Marks, chair of L Marks.



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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.

DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

HEAD OF BUSINESS DEVELOPMENT

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

HEAD OF COMMUNICATIONS

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:

STAGE MANAGER

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

ASSOCIATE PRODUCER

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

For more information and to apply with your CV and covering letter, please visit: <http://lei.sr?a=J6i4Y>

Wellness Practitioner

ESPA International, the World's leading Spa Company, is taking to the Ocean in an exciting new venture that will revolutionise luxury Spas at Sea.

Celebrating 25 years of Spa expertise, exceptional award-winning training and team progression, successful business development and partnerships with luxury brands worldwide

ESPA are looking for extraordinary individuals to join our pioneering Maritime team, both on board and shore-side.

Be part of this exciting voyage and enjoy:

- Attractive and competitive remuneration packages
- Contracts from 6 months +
- Exceptional Technical and Operational Training – on land and on board
- Personal career development
- Accommodation and meals provided on board
- On board Medical cover provided
- Flights to and from your ship

Qualifying Criteria:

- BSc (Hons) in Osteopathy and/or Physiotherapy / Master's degree or equivalent in Acupuncture or TCM from a recognized establishment
- Strong working knowledge of cranio-sacral techniques / sports, injuries and rehabilitation
- Good understanding of TCM/ Acupuncture, Naturopathy and Personal Training with the ability to integrate these with Osteopathic / Physiotherapy treatment

- Personal Training skills/qualification would also be beneficial
- Genuine interest to be employed as part of a multi-award Maritime Spa team
- Flexible approach to working hours
- Excellent client care and professional standards
- Professional grooming with excellent communication skills

Successful candidates will:

- Be dynamic, energetic and excited to be part of the innovative new age of Ocean Spas
- Have at least 2 years' experience at a five star luxury spa - at sea or on land
- Have a good level of spoken and written English – additional language skills are a plus but not essential
- Possess a passion for people, a desire to provide guests with an impeccable, memorable spa experience and a mature approach to their working environment

ESPA

Apply now: <http://lei.sr?a=u6l9o>



Exciting Career Opportunities at KOHLER WATERS SPA, St Andrews

We are excited to announce that the KOHLER WATERS SPA at the Old Course Hotel is relaunching its spa and fitness offering with a new £8m renovation and extension due to open at the end of the year.

Bordering the renowned 17th Road Hole of the Old Course, the prestigious AA Five Red Star awarded Old Course Hotel overlooks the famous links courses, the West Sands Beach and the beautiful Scottish coastline.

Designed by architects Sedley Place, the 2,300sq m (25,000sq ft.) spa facility will include 11 treatment rooms - including two couple's rooms, two wet treatment rooms with KOHLER bathing experiences, a 20m indoor spa pool, a hydrotherapy pool for therapeutic bathing, steam room for deep muscular relaxation and detoxification, experience showers, ice fountain, cold plunge pool and a Finnish sauna. There is also a rooftop garden with hot tub.

The new leisure facility will offer a large health and fitness centre, housing an additional 20m lap pool with hot tub, a gym area with cardio and resistance stations, a functional fitness space and a group exercise studio. The fitness centre will host a number of classes, from yoga and pilates to spinning and circuit training, instructor lead classes along with virtual classes.

We are currently looking for exceptional individuals to join our team in the following positions;

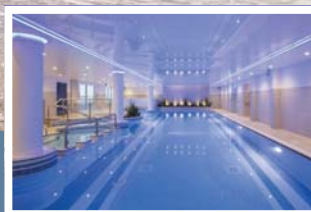
- **Spa Operations Manager**
- **Fitness Supervisor**
- **Senior Therapists/Trainer**
- **Spa and Holistic Therapists**
- **Reception/Front of House**

The Old Course Hotel, Golf Resort and Spa, offers an exclusive hotel, golf and spa benefit package, in addition to a generous pension plan, market leading spa commission structure - **average Spa Therapist OTE £24,000 p/a** - and career progression. Highly attractive live-in accommodation available in nearby riverside location.

Please apply via www.oldcoursehotel.co.uk/careers



Old Course Hotel, Golf Resort & Spa. - Kohler Waters Spa



SPA THERAPIST

St Michaels Hotel and Spa Falmouth, Cornwall, United Kingdom

Incentive bonuses, commissions and a staff well-being scheme full of great benefits

St Michael's Hotel & Spa is a stylish and contemporary, "coastal chic" AA 4 star hotel overlooking a blue flag beach and ocean views. Falmouth is a vibrant community where you can live, work and enjoy the charms of the Cornish coast all year, and recently voted one of the top ten areas to live in the country in the Sunday Times Newspaper. The hotel is currently undergoing an amazing £6m investment and Guests will experience an expanded and refreshed property from this summer. Launching early 2018 a brand new luxury 5 star destination spa with 10 treatment rooms, hydrotherapy pool, thermal suite and outdoor Spa garden.

Cornwall's largest Health Club & Spa, new restaurants and bars and the addition of rooms and suites, will create one of the most exciting hotel stories of 2017.

This is a career for you!

We are looking for a professional, reliable and confident therapist who is able to provide five star treatments and excellent customer service to our clients. We are seeking someone who will enhance our award winning team. Experience of additional well-being treatments would be an advantage.

You must be fully qualified to a minimum of NVQ level 3 Beauty therapy, with excellent retail sales experience. Preferably your experience will be based in hotels or on cruise-ships and the ideal candidate will have a flexible approach to working hours, which will include evenings and weekends.

Our ideal candidate:

- Elemis trained is preferable although full training will be given by the South West's only in-house Elemis trainer.
- Have excellent communication skills and be able to learn our products and services in order to be able to provide wellness solution to meet the needs of your guests.
- Encourage repeat booking of clients.
- Be able to provide professional massage, body, facial and nail treatments to our guests.
- Maintain high standards of treatments and ensuring exceptional levels of customer satisfaction at all times.
- Efficiently and effectively handle customer queries in order to maximise customer satisfaction.
- Ensure all aspect for the spa guest journey is adhered to all times.

Apply Now: <http://lei.sr?a=s9g9A>

SWIMMING INSTRUCTORS



**Currently recruiting
for venues in:**

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

**Are you a passionate and skilled swimming instructor
with a talent for inspiring all ages to swim?**

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

Instructor benefits

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

The essential ingredients

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

Interested?

APPLY NOW <http://lei.sr?a=P9N60>



RECRUITING NOW AT HENGROVE PARK LEISURE CENTRE

SWIM INSTRUCTORS - LEVEL 2 QUALIFIED

Salary: £14.50 per hour (Saturday lessons available)



ABOUT US

Located in the heart of South Bristol we are a modern leisure centre with a wide range of facilities to offer our members and pay as you go customers including:

- A 180 station gym
- 50m Olympic Swimming Pool
- 20m learner pool
- Indoor Cycling Studio
- Specialist Dance Studio
- Health Suite
- Climbing Wall
- A friendly on-site café and more

SKILLS REQUIRE

- Response for conducting and developing programmes and swim lesson plans for swimming stages of all levels.
- Ensure compliance with safety procedures and deal with patron's questions and concerns regarding swimming lessons.

- Proficient in the four fundamental strokes and a good understanding of water safety.
- Strong communication towards parents/ children and co-workers.
- Evaluate student performance, accomplishments and maintain records of performance and attendance.
- Prepare and organise equipment, supplies and general cleaning tasks.
- Ability to adapt to the skill level of each swimmer's needs.

ESSENTIAL QUALIFICATIONS

Level 2 Swim England Qualifications required

Apply now:

<http://lei.sr?a=H9x6u>



Parkwood Community Leisure working in partnership with Bristol City Council

leisurecentre.com

LIVE - WORK - INSPIRE

SPECIALIST MANAGER

(Aquatics / Fitness / Venue) x 3

Salary: £27,668 - £30,153

Wiltshire Council

If you are passionate about people, and have the drive to improve health through quality delivery of physical activity, then you are the right person for these roles!

An excellent opportunity has arisen for people focused managers to get involved in a very forward-thinking, innovative team that aims to ensure Wiltshire is the most physically active county in England.

About the role

As a Specialist Manager, you could work across multiple sites and will be the technical lead for either fitness, aquatics or venue.

You will provide leadership and guidance to your staff across multiple health and wellbeing centres to deliver results through higher participation numbers, a broad range of appropriate activities, increased income and high levels of customer satisfaction.

About you

You will have strong influencing skills and enjoy challenging situations whilst working in a fast-paced environment.

You will need an in-depth understanding and experience of the modern leisure industry across the areas of aquatics, fitness and venue management.

Along with a minimum of 2 years' experience of managing staff in a similar customer facing role you will be required to have a HND or higher diploma in relevant profession, or equivalent experience/skills, minimum Level 3 in management or equivalent experience.

Relocation packages are available subject to meeting our moving home allowance criteria.

Interviews will take place in October, candidates will be required to attend one day only.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.

APPLY NOW: <http://lei.sr?a=U7W9M>

Capital Projects Manager

WYCOMBE DISTRICT COUNCIL

£40,702 to £46,729 pa with progression based on performance

2 years Fixed-Term Contract, full time, 37 hours per week

What a difference you'll make with us. At Wycombe District Council, you'll deliver a range of exciting projects that will make life better for local people. From refurbishment of existing sports centres to development and regeneration projects, you will use your project management and development expertise to help Wycombe district improve and grow.

Your broad remit will span the whole project lifecycle, including development of new schemes, feasibility, procurement and project delivery to completion. As project manager, you'll work closely with local stakeholders and partners to identify needs and bring projects to fruition.

To be equal to this exciting challenge, you'll need significant experience of managing and delivering projects successfully, on time and within budget. We'll expect you to have strong commercial and project management skills, a track record of managing construction projects budgeted at over £1million, and experience of procurement and management of works.

Your flair for communicating with people at every level, both in person and through reports and briefing documents, will also set you apart.

For an informal discussion, please contact Catherine Silva Donayre, Programme Manager on 01494 421310.

We offer a generous benefits package including flexible working and pension scheme.

Closing date: Midday, Monday 2 October 2017.

As an equal opportunity employer we welcome applications from all sectors of the community.

Apply now: <http://lei.sr?a=s4z6z>



Accommodation and Golf Manager

Enfield, United Kingdom

£39-43k per annum plus excellent benefits

37.5 hours per week (shift rota)



Vibrant Partnerships is looking for an innovative, target driven leader to develop, manage and maximise revenue across Lee Valley campsites and at the Lee Valley Golf Course.

This is a rewarding role for a committed, multi-venue manager to drive sales and footfall and inspire colleagues to deliver the best possible customer journey for every visitor.

Vibrant Partnerships is a dynamic organisation, driven by a passion for sport, leisure and entertainment. Managing 14 sport and leisure destinations, including three London 2012 venues: Lee Valley White Water Centre, Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre, we thrive on delivering exceptional customer experiences and creating vibrant visitor destinations.

A great communicator; you'll be passionate about customer service with a thorough understanding of holiday accommodation, industry trends and management. You'll bring creative ideas to the table and motivate your colleagues to deliver.

Responsible for venue managers, product development, maintaining and improving standards, and overseeing the customer journey; you'll be a great multitasker with excellent attention to detail. You'll work closely with other teams, including Communications, with whom you'll develop and implement successful marketing plans for your venues and your strong networking skills will help to build and maintain relationships with key partners and tourism bodies.

At Vibrant Partnerships we want to help you grow, learn and develop, to ensure that together, our shared values are always met. You'll need a friendly and professional approach, and plenty of creativity to ensure that we continue to provide an exceptional service. In return you'll receive a competitive salary, generous benefits and an enjoyable working environment.

Closing date: 13 October 2017 Interview date: W/c 23 October 2017

We reserve the right to amend the closing date of this vacancy.

We are an Equal Opportunities employer. No agencies please.

Apply now: <http://lei.sr?a=M1n8q>



Strategic Leisure Contract Manager

£38,237 - £40,057pa (+ 15% market supplement £43,972 - £46,065)

An exciting opportunity has arisen for you to play a key role in shaping the delivery of sport, physical activity and arts development across the district of North Kesteven. We are looking for an experienced professional to oversee the delivery of an extensive portfolio of services which include two refurbished and award winning Leisure Centres, a Sports and Physical Activity Outreach programme, Countryside Service, Whisby Natural World Centre, ArtsNK (Arts Development) and the National Centre for Craft and Design. The Council is currently in the process of procuring new contracts for the delivery of its service offer which will operate from April 2018 onwards. You will have an opportunity to work towards the implementation of the new contracts during this exciting time, and to facilitate their success thereafter.

The Council has recently adopted a new Sports and Physical Activity Strategy and Arts Strategy, and which identify a number of Priority Outcomes that are being used to inform service delivery, including targeted interventions. The Council is also one of four UK Local Authorities to be selected to participate in the PHE funded 'Whole Systems Approach to Obesity' Pilot Programme, demonstrating the Council's commitment to promoting health and wellbeing. You will be responsible for ensuring that the new strategies are embedded into service delivery in order to encourage more active and healthier citizens and communities.

You will have experience of contract management related to the delivery of leisure and cultural services, including working with local communities and Partnership organisations. This management position will require the use of a car for work purposes and due to the nature of the role, candidates must be able to work flexible hours including some weekends and evenings.

In return, we offer the opportunity to work for an ambitious and high performing local authority, with a commitment to support your personal development and help you achieve your career goals. We are a predominately rural authority, but with good access to the East Coast Mainline and the A1, and within close proximity of the vibrant, historic city of Lincoln.

Closing date for applications: 25 September 2017

Interview date: 10 October 2017

Apply now: <http://lei.sr?a=n2q1H>

EARN WHILE YOU LEARN!

KICK START YOUR CAREER WITH EVERYONE ACTIVE
RECRUITING APPRENTICES NOW!

- ✓ **Do you have** a passion and enthusiasm for working within the sport and leisure industry?
- ✓ **Do you want** to receive free membership and use of over 140 centres nationwide?
- ✓ **Would you like** to gain nationally recognised qualifications?
- ✓ **Would you like** to earn while you learn?

We have a range of great career opportunities within our rapidly expanding company.

To find out more, visit -
www.leisureopportunities.co.uk/EAapprentice



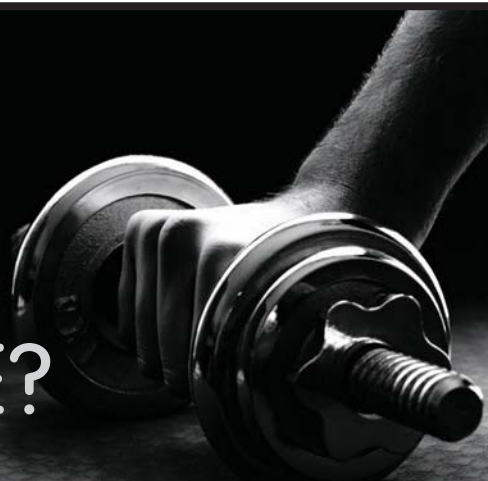
INVESTOR IN PEOPLE



everyone
ACTIVE

Feel better for it

CAN XERCISE4LESS OFFER YOU MORE?



With an excellent starting salary, industry leading bonus and commission, management training programs and ongoing development, we definitely can!

We're also one of the fastest growing companies in the UK so why not join us and see your career grow too.

Due to our rapid growth, we are on then look out for leaders across the UK in the following roles:

GENERAL MANAGERS

SALES MANAGERS

MEMBERSHIP

CONSULTANTS

RECEPTIONISTS

PERSONAL TRAINERS

You will be:

- Competitive by nature and be motivated by money.
- Motivated and driven to succeed.
- Able to work in a fast paced and ever changing environment.
- A real people person and able to communicate and empathise with people.
- Passionate about fitness, sport and all things healthy!

Other Awesome Benefits:

- Opportunity to progress within a growing company.
- Contributory pension scheme.
- Access to excellent training programs – management, e-learning and onboarding.
- Free gym membership.
- Access to discounts at hundreds of global brands through Perkbox including free Tastecard.
- Free mobile phone insurance and breakdown cover.

If you would like to apply, please head to our website via xercise4less.co.uk and go to the careers section.

To make a speculative application, please send your CV along with a cover letter to recruitment@xercise4less.co.uk.



XERCISE4LESS



PERSONAL TRAINERS

Help our members **find their fit!**

- *Do you want to be part of a successful gym?*
- *Do you want to keep 100% of the earnings from your PT work?*
- *Would you prefer not to pay any "rent" or for a "licence fee"?*
- *Do you want to work in a state-of-the-art gym that'll have over 5000 members and more giving you a huge potential client base?*

If your answer to all these questions is yes, then we'd like to hear from you. In return, you'll need to give an agreed number of hours a week of your time to contribute to the success of the gym.

The Gym Group is the UK's fastest-growing low-cost gym operator. Open 24 hours a day, with no minimum contract, no punishing tie-ins or lengthy membership process.

Our state-of-the-art facility can be accessed from just £10.99 per month. We're looking to recruit Level 3 certified Personal Trainers to join our exceptional teams across the UK.

We're looking for driven, business minded team players who want to operate as a freelance Personal Trainer, who believe in offering a high level of customer service to members and who want the opportunity to develop their own business and the business of the gym in which they work.

If you are an experienced Personal Trainer looking to build a successful client base, in a superb location, with fantastic career development opportunities, then please apply in confidence by clicking 'apply now' to submit your CV.

To find out more about these exciting opportunities visit our recruitment website:
www.leisureopportunities.co.uk/GymGroup



Nationwide Opportunities

Apply now: <http://lei.sr?a=X4I2W>



OPERATIONS MANAGER

Fleming Park Leisure Centre

Location: Eastleigh, Southampton

Salary: Competitive

APPLY NOW:
<http://lei.sr?a=f2R6Z>

ARE YOU AN INSPIRING AND MOTIVATIONAL LEADER, CAPABLE OF DRIVING AND SUPPORTING YOUR TEAM TO ENGAGE, ENHANCE AND EXCEED?

Reporting to the General Manager, you will be responsible for the day to day operations management of the Leisure Centre, ensuring that the highest standards of customer care, health and safety, facility presentation and service delivery are achieved. This is an exciting opportunity for an individual who wants to develop their career in Leisure Management. We are looking for an excellent communicator and team player.

The new, state-of-the-art Fleming Park Leisure Centre (due to open late 2017) is being developed by Eastleigh Borough Council. This will be one of the biggest leisure developments in the south, the £25 million facility provides a superb quality design in keeping with the parkland environment and has high environmental standards. The new centre will include a huge sports hall that can accommodate 15 badminton courts and an eight-lane, 25-metre swimming pool and learner pool with a moveable floor.

Previous supervisory experience in the leisure industry is desirable. You will preferably be NPLQ qualified (National Pool Lifeguard Qualification), be trained in First Aid at Work and have Pool Plant Operator Qualifications.

You must also be able to work shifts including evenings, weekends and public holidays.

Places for People Leisure (previously DC Leisure) operate over 100 leisure centres across the UK and we're expanding rapidly. Our team of passionate individuals make Places for People Leisure what it is today, and that's the expert leisure operator in the industry. We see the whole team as our best asset and that's why we're committed to offering competitive salaries, working with Lifetime to provide high quality training and qualification opportunities as well as unique in-house talent development initiatives. We're looking for individuals who can engage with our customers, enhance their experience and exceed their expectations.

CONTRACT MANAGER

Test Valley

Location: Hampshire

Salary: Competitive

APPLY NOW:
<http://lei.sr?a=h1x8R>

This is a new, 30-year contract recently awarded to PfPL that commenced on 1st April 2017. With an anticipated contract turnover of £7m; this will be an important contract within the PfP Leisure portfolio.

Responsible for the management of 5 sites, (4 locations): - Andover Leisure Centre (and its replacement), Romsey Rapids, Romsey Sports Centre, Knightwood Leisure Centre and Charlton Lakeside this is an outstanding opportunity for an experienced leisure professional.

The partnership with Test Valley Borough Council will see some exciting investments that will include the building of a new leisure centre for Andover, refurbishment of the fitness suite, members change, and refresh of the studios at Romsey Rapids, alterations at Knightwood Leisure Centre include a new gym, changing and new reception and the installation of High/Low Ropes courses and a Zip Wire across Charlton Lakeside.

We are looking for a strong leader to further develop the relationship with the council, deliver exceptional customer service, high standards and commercial growth.

Successful applicants will receive notification of an interview within 2 weeks of the closing date. If you have not heard within this timescale please assume that you have not been successful.

Offers of employment may be conditional upon a satisfactory DBS check, in line with the Places for People Leisure DBS Policy.

Places for People Leisure is an equal opportunities employer.

As part of Soho Gyms' continued development we are recruiting for

GENERAL & ASSISTANT MANAGERS



LONDON

We're all about YOU in 2017

Soho Gyms currently has opportunities for **proven strong** General Managers and **experienced and motivated** Assistant Managers across the group as we continue to expand.

You'll need to be confident in taking responsibility for the day to day running of the gym and in motivating the team to achieve the high standards of service our members expect. You'll already be experienced in administration, staff supervision, leadership and member engagement and other gym and related service management.

Soho is privately owned with 23 years of fitness in London with a large PT division and a supporting fitness Training Academy.

Soho continues its significant programme of investment across all the gyms including new equipment, athletic tracks, technology and designs to complement future fitness trends. We require strong leaders to motivate and drive our teams to deliver on this new investment as well as achieve high standards of service, product and ultimately results. At Soho we believe in empowering our team, expectations are high, so to are the rewards!



Send your CV & 'choose me' covering letter to operations@sohogyms.com