

# leisure opportunities

11-21 January 2019 Issue 753

Your careers & recruitment partner

## Long-term plan for NHS published

Prime Minister Theresa May has revealed a new long-term plan for the NHS, saying that it will help "secure the future of the health service", with measures to support people at all stages of life.

Speaking at a launch event in Liverpool on 7 January, May said the plan will "save almost 500,000 more lives" and "reshape the NHS around the changing needs of patients".

Major threads in the 10-year NHS Long-Term Plan include preventative healthcare and encouraging people to "take control of their own health".

The plan also includes a commitment to increase investment in technology and improving mental health services.

But while there is a recognition of the need for focusing on pre-emptive measures – including action to combat obesity and diabetes – there is little detail on how the government plans to use physical activity in its preventative work.

Measures to tackle obesity, for example, place focus solely on improving diets – the chapter on obesity



■ Long term plans include investment in technology and mental health services

includes no detail or plans on how to get people more physically active.

Responding to the plan, Steven Ward, CEO of ukactive, said: "The omission of physical activity is disappointing, but we're ready to work with the government to elevate the importance of a holistic approach and achieve radical change."

[More: http://lei.sr?a=L2p9P](http://lei.sr?a=L2p9P)



**The plan will reshape the NHS around the changing needs of patients**

Theresa May



### FITNESS

**Digme owner: pay-as-you-go to become more prominent**

Geoff Bamber says 'demand for variety' will shape sector

[p8](#)

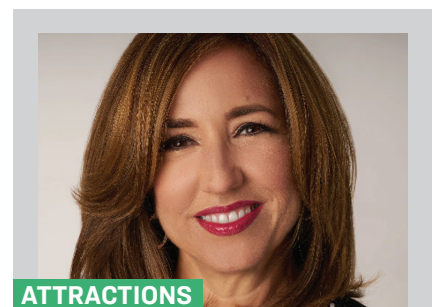


### SPORT

**Education secretary calls for focus on competitive sport**

Damian Hinds asks for NGBs to 'work with government'

[p14](#)



### ATTRACTIONS

**World's first ever rollercoaster at sea to launch in 2020**

Ride will be built on 'most innovative ship ever'

[p25](#)

## James Balfour reveals 1Rebel's expansion plans for London and 'down under'

**B**outique fitness operator 1Rebel is looking to expand its London portfolio – and enter the Australian wellness market.

With a recently secured £6.6m investment from venture capital fund Codex Capital under its belt, 1Rebel plans to add to its existing five clubs in the UK capital.

The operator opened three new clubs in London in 2018 – Southbank in February, Bayswater in March and Victoria in June.

According to co-founder James Balfour, the chain already has three sites in the pipeline for 2019.

"We've certainly got to a point where the model is right for rollout,"



■ Balfour hopes to have up to 15 1Rebel clubs in London within 2023

**"We have certainly got to a point where the 1Rebel model is right for a rollout"**

Balfour told Health Club Management – adding that even more openings are possible.

He also revealed that plans are currently advancing to open the first 1Rebel outside of the UK.

The company has appointed a CEO and management team in Australia and plans to open its first club in either Sydney or Melbourne in the first half of 2019.

"There's lots of opportunity in Australia and we know people too, from the days when Australia was the jewel of the Fitness First crown," Balfour said.

"We've used our network in Australia to put a great team in place – a team we implicitly trust to execute the plan. The reason we like Australia is that, behind America, it's the biggest market – and the Americans are already very good at boutiques."

## English Premier League back to square one in search for new CEO as **Susanna Dinnage** pulls out



■ Dinnage was set to replace outgoing CEO Richard Scudamore in early 2019

**S**usanna Dinnage, who was set to become the first female CEO of the English Premier League (EPL), has told the league that she will not be taking up the position.

Dinnage was appointed chief executive in November and was set to replace outgoing CEO Richard Scudamore in early 2019.

In a short statement, the EPL said: "Despite her commitment to the Premier League in early November, Susanna

**"The committee has reconvened its search and is talking to candidates"**

Dinnage has now advised the Nominations Committee that she will not be taking up the position of CEO.

"The Committee has reconvened its search and is talking to candidates. There will be no further comment until an appointment is made."

It is understood that Dinnage will stay with media organisation Discovery,

which she was set to leave to take up the role at EPL.

Dinnage has spent her entire career in broadcasting and her appointment at EPL was seen to reflect the importance that the league now places on broadcasting – as opposed to footballing matters – as it competes against other European football leagues to secure lucrative TV rights deals.



■ Former England rugby captain and current chair of World Rugby Bill Beaumont has been knighted for services to rugby

**"Those receiving knighthoods include the Wellcome Trust's Jeremy Farrar and Ian Blatchford from the Science Museum"**

## Bill Beaumont among industry people on latest honours list

A number of leisure industry people have been recognised in this year's New Year Honours list.

Former England rugby captain and current chair of World Rugby Bill Beaumont has been knighted for services to rugby. The former RFU chair has steered World Rugby since 2016.

He is joined on the knighthood list by Commonwealth Games Federation president Louise Martin, who has been made a dame (DME).

Professor Jeremy Farrar, director of The Wellcome Trust has been knighted for services to global health.

Ian Blatchford, director of the Science Museum Group, has been

knighted for services to cultural education, while Caroline Collier, director of partnerships and programmes at The Tate has been given an OBE for services to galleries, museums and the arts in the UK.

Those receiving CBEs include outgoing Premier League chair Richard Scudamore; World Curling Federation president Kate Caithness; and Geva Mentor, who helped England's netball team win Commonwealth Games gold.

The England football national team manager Gareth Southgate and 2018 Tour de France winner Geraint Thomas are made OBEs.

## leisure opps

Contents issue 753

### NEWS

Fitness 07 ➤

Swimming 10 ➤

Sport 12 ➤

Spa & wellness 16 ➤

Hotel 20 ➤

CIMSPA 21 ➤

Tourism 22 ➤

Attractions 24 ➤

Insight 26 ➤

### CLASSIFIED & JOBS

Job opportunities 33 ➤

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■ Wallace spent eight years as a director of Lifetime Training

## National governing body EMD UK names industry veteran **Nigel Wallace** as chair

**E**MD UK, the national governing body for group exercise, has appointed fitness industry veteran Nigel Wallace as its new chair.

Wallace spent eight years as a director of Lifetime Training and has previously served as executive director of the Fitness Industry Association (now ukactive). He is currently a non-executive director at BUCS, the governing body for university sport.

At EMD UK, Wallace will be tasked with driving the organisation's plans to

**"There's a lot to be done to take the next steps in collaborating across the sector"**

increase participation in group exercise by supporting the workforce and raising educational and professional standards of the sector.

"I am passionate about increasing the impact of, and recognition for, the hard-working instructors that play such a key role in the growth of our sector," Wallace said.

"There's a lot to be done to take the next steps in

collaborating across the sector, giving group exercise a powerful voice and heightening everyone's focus upon the quality of the experience.

"In the end it is the 'experience' that will determine continued growth in participation. We have thousands of outstanding instructors AND that needs recognising and mobilising as part of a bigger goal."

## **Matteo Santin** reveals how University-led network will become 'focal point for preventative health interventions'

**U**niversity of Brighton has joined forces with local entrepreneurs and community groups to turn Brighton and Hove into a "focal point for health interventions".

Through the university's Healthy Futures platform, the project partners will search for and research new disease preventions, diagnoses, pioneering treatments and breakthrough innovations.

By creating a preventative-focused social and commercial network – in which physical activity will play a role – the partners involved will look to improve health while accelerating innovation and enhancing competitiveness in the sector.



■ The Healthy Futures project will be led by professor Matteo Santin

**"Our communities are at the heart of what we do – we aim to widen our listening to their opinions"**

"We want to work together to tackle key societal challenges and transform them into opportunities to

make a real difference to our community," said professor Matteo Santin, academic Lead for Healthy Futures.

"By harnessing interdisciplinary thinking and entrepreneurial spirit in our researchers and students we can improve service delivery, transform treatments and deliver better outcomes.

"Together with our local entrepreneurs we can develop new models for mental health care, smart design of diagnostics and technologies for preventative healthcare and interventions to assist with early diagnosis, disease prevention and care.

"Our communities are at the heart of what we do; we aim to widen our listening to their opinions and to integrate them in our investigations locally and to pilot projects of global relevance."



■ London Irish will move to its new home at the start of the 2019-20 season

## London Irish president **Mick Crossan** says groundshare will result in larger fan base

**C**hampionship rugby club London Irish has confirmed it will make Brentford FC's new stadium its home.

The 17,250-capacity Brentford Community Stadium is due to be completed by the start of the 2019-20 football season and the Irish will begin playing home games at the venue from the 2020-21 season. London Irish had been in talks with the football club for more than a year over the ground share plans.

"In moving to the Brentford Community Stadium we feel confident that we will be able to attract a larger supporter

base to join us as we build for the future, reaching out to our previous west London catchment area, to Greater London and the Irish diaspora throughout the UK," said London Irish's president Mick Crossan.

"We are therefore very pleased to have agreed on this deal with Brentford's management and are looking forward to working closely with them to make the Brentford Community Stadium an outstanding home for us.

"The excellent transport links will mean that our existing and new supporters alike will find the stadium very accessible."

**"The excellent transport links will mean that our existing and new supporters alike will find the stadium very accessible"**

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## RESEARCH

# NIHR to study role of exercise in cancer care

The National Institute for Health Research (NIHR) is investing £2.5m in a study to find out whether long-term exercise can help tackle the side effects of prostate cancer treatment.

The Stamina study will test whether a long-term, supported exercise programme – included as part of NHS cancer care and delivered by commercial partners in the community – can help reduce side effects in men who have had androgen deprivation therapy (ADT).

Funded by NIHR's Programme Grants for Applied Research scheme, the five-year study will be led by researchers at Sheffield Teaching Hospitals

and Sheffield Hallam University, in partnership with not-for-profit healthcare provider Nuffield Health. Professor Derek Rosario, a consultant urological surgeon at Sheffield Teaching Hospitals, has been named chief investigator.

ADT is a standard treatment for men with advanced prostate cancer but causes several side effects. Men can experience fatigue and depression and are at an increased risk of bone fractures, diabetes, and heart and circulatory issues.

Previous research has shown that short-term exercise can help tackle some of these side effects.

[More: http://lei.sr/x5k7s](http://lei.sr/x5k7s)



■ Derek Rosario has been named chief investigator for the project



**We have shown that specific, targeted exercise training significantly reduces many of the adverse effects caused by ADT**

Derek Rosario

## CHAINS

# Virgin Active reopens Mayfair club



**Virgin has identified studios and group exercise as its focus for the future**

Virgin Active has reopened its Mayfair club with a renewed focus on group classes. Hosting more than 200 classes each week, the club has introduced a number of new disciplines – including Reformer Pilates and Hot Yoga.

The relaunch of the central London club is part of Virgin Active's UK-wide redevelopment programme.

Virgin has identified studios and group exercise as its focus for the future and enhancements have been either completed or planned at a further seven clubs – including sites in Kensington, Angel and Wandsworth.



■ The Mayfair relaunch is part of Virgin Active's UK-wide redevelopment programme

During 2018, an additional 24 programmable spaces have been added across the estate, with 17 new studios and a total floor space increase of 15 per cent.

The redevelopments are at the heart of Virgin Active's 360-degree wellness strategy.

[More: http://lei.sr/z7d4V](http://lei.sr/z7d4V)

# Fitness news

## BOUTIQUE

### Digme founder: 'pay-as-you-go model will thrive'



**An increasing number of consumers look for variety**

Geoff Bamber

Geoff Bamber, founder of boutique fitness chain Digme, predicts that the industry will see a number of pay-as-you-go operators entering the sector – as a response to increased consumer demand for individual-focused fitness offers.

Speaking to Health Club Management, Bamber said: "I think we will start to see more pay-as-you-go concepts, as they offer better value for money and flexibility to consumers.

"An increasing number of consumers look for variety and the option to do a mix of activities.



■ Launched in 2016, Digme has grown its portfolio to include four clubs in London and one in Oxford

"HIIT will stay popular and we will see more use of data in workouts to engage people."

Bamber set up Digme – which offers a pay-as-you-go model for its mix of HIIT and indoor cycling classes – in 2016.

Since then, Digme has grown its portfolio to include five clubs.

[More: http://lei.sr/g9r8E](http://lei.sr/g9r8E)

## TECHNOLOGY

### Record number of international entries for ActiveLab

A record number of international startups have entered the ActiveLab accelerator programme – strengthening the UK's reputation as a fitness tech hub.

Applications for the 2019 cohort closed last week and there were more than 70 applications from 14 different countries and six continents.

International applications have nearly doubled from the 2018 programme (when there were eight).

ukactive CEO Steven Ward said: "The global interest generated by ActiveLab 2019 shows that



■ ActiveLab received entries from 14 different countries



**The UK is becoming the beating heart of emerging Fit-Tech**

Steven Ward

the UK is becoming the beating heart of emerging Fit-Tech, with promising start-ups from every corner of the world applying for next year's programme.

"Physical inactivity is a growing crisis across the world, but fitness tech start-ups have the power to provide global solutions, transforming our health models and reaching new audiences through innovation."

[More: http://lei.sr/X7m8Y](http://lei.sr/X7m8Y)

### Work to begin on Parkwood Leisure's £3.6m Broughton site

Construction work on the Broughton Astley Leisure Centre in Leicestershire is set to begin in February 2019, following the appointment of a contractor for the project.

The centre is being developed by Parkwood Leisure, which has appointed Speller Metcalfe to build the £3.6m facility. Designed by Watson Batty Architects, facilities at the new Broughton Astley Leisure Centre will include a four-court sports hall, floodlit outdoor 3G pitch and a health club with a 70-station gym floor and two group exercise studios.

[More: http://lei.sr/q2C7n](http://lei.sr/q2C7n)





# MY SWIMMING CAREER

## DANIEL ARNAMNART

### Aquatics Project Manager, National Aquatics Team

**The main purpose of my job is...** focusing on growth and increasing participation in all areas of aquatics, be it swimming, diving, swim schools or even our Aqua Splash inflatables sessions for kids.

**I started swimming...** as a toddler. I grew up in Australia and as we lived close to the water, my family were big on water safety. I started swimming competitively at age 11 and represented Australia from the ages of 14 to 24.

**I've been a swimming teacher...** since I got my AUSTSWIM safety certificate at 16 years old. Since then I have completed many additional qualifications such as:

- Teaching certificates – Teacher of Competitive Stroke, STA Level 2
- CPDs – Disability, Adult & Babies, Preschool and Autism
- Coaching certificates - Bronze Licence (Level 2 equivalent)

**I got into my current role by...** having a passion for the water. Everyone should feel safe and confident in and around water, and I believe swimming is an essential life skill that we should all possess.

**What I love most about my job is...** being able to have an impact on someone's life. There is no better feeling than seeing someone progress and achieve their goals through the stages of learning to swim.

**My biggest challenges are...** the size and scope of GLL. It's a national social enterprise, so we have a big job to engage most of the UK in swimming – but we're getting there!

**My proudest moment is...** representing my country at the London 2012 Olympics. When I retired from competitive swimming, it was reassuring to know that I could build a long-term career with GLL out of my love for swimming. An added bonus is to be able to work at the London Aquatics Centre, which was the competition pool during the Games.

**If you want to build your career in swimming...** be passionate about helping everyone. I always try to pass on my knowledge to as many people as possible. I continue to learn every single day; the world of aquatics is ever-changing and you can always learn something from people you would never expect.

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## REDEVELOPMENT

# New life for UK's oldest open-air pools

The oldest surviving open-air swimming baths in the UK are set to be fully restored and reopened to the public for the first time in more than 30 years.

A project to redevelop the Grade II\*-listed Cleveland Pools – a 200-year-old Georgian lido in the city of Bath – has secured Heritage Lottery Fund (HLF) grant worth £4.7m.

The site – which first opened in 1815, following the Bathwick Water Act, which prohibited nude bathing in the river – includes two bathing pools, the original changing rooms and a private ladies pool.

The pools were forced to close in 1984 and have since

deteriorated. The project will conserve the Georgian features and upgrade the facilities to allow for year-round swimming and other activities. When completed, the site will include a 25m swimming pool, children's splash area, pavilion and café for the public to enjoy.

The restoration is estimated to cost £5.7m, with the Cleveland Pools Trust – which has campaigned for bringing the Georgian lido back to use since 2003 – providing around £800,000 of funding for the project.

Work is expected to start late next year and be completed in early 2021.

**More:** <http://lei.sr/h7v9Q>



■ The Georgian site was first opened in 1815 and closed in 1984



**Work is expected to begin in 2019 and, when completed, the site will include a 25m swimming pool**

## PARTNERSHIPS

# Swim England signs deal with Everyone Active



**The partnership has enabled us to outline key objectives**

Jacqui Tillman

National governing body Swim England and leisure operator Everyone Active have signed a new partnership in the hope of "creating a nation of swimmers".

The three-year partnership will focus on creating a strategic approach to encourage more people to engage in swimming and to tackle physical inactivity.

The two organisations will focus on a trio of key subjects in order to make improvements across all areas of aquatic activity. They will work together to encourage people of all ages to swim more, increase the number of young people learning to swim at Everyone



■ The partnership will result in a strategic approach encouraging more people to engage in swimming

Active centres and support 500 additional swim teachers to gain qualifications.

"Committing to three years of working together has enabled us to outline key objectives and take a forward-thinking approach to improve swimming provision across the country," said Jacqui Tillman, head of swimming at Everyone Active.

**More:** <http://lei.sr/X7p9C>

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“ I highly recommend this course to any mid-senior level leisure manager – so much knowledge gained in legislation plus industry guidance through it. ”

**JACK KITCHEN, LONDON**

“ A great course which I took a lot from, well worth doing. ”

**KIRSTY MACINTOSH, GLASGOW**

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## GRASSROOTS STRATEGY

### £8.8m funding pledge for London sport

The mayor of London has published his *Sport for All of Us* strategy, following its official adoption by the London Assembly.

The strategy, which was first launched for consultation in the summer, aiming to highlight the importance of sport in "breaking down barriers and building stronger communities" across the capital.

The strategy includes a commitment by the mayor to invest £8.8m in supporting projects which use sport to boost social integration, increase participation, and deliver physical and mental wellbeing benefits to Londoners

of all backgrounds and communities. The mayor of London's office will now begin working with partners, such as London Sport, to deliver the new strategy.

Tove Okunniwa, CEO of London Sport, said: "The publication of the mayor of London's new Sport Strategy signals a bright future for physical activity in London.

"The positive impact of physical activity and sport on Londoners' lives has long been understood, and the mayor's commitment to accessing sport's full potential to achieve social integration outcomes is an exciting new frontier for the capital."

[More: http://lei.sr/P3n8m](http://lei.sr/P3n8m)



■ The strategy will see £8.8m invested in projects which use sport to boost social integration and increase participation



**The strategy signals a bright future for physical activity in London**

Tove Okunniwa

## COMMUNITY SPORT

### Work begins on £18m football project in Sunderland



**The hubs will provide amazing opportunities for all ages**

Graeme Miller, leader of Sunderland City Council

Building work is set to begin in January 2019 on three community football hubs in Sunderland.

The £18m project is being funded by the Premier League, The Football Association and Sunderland City Council – with The Football Foundation overseeing the project delivery.

The three hubs – Community North Sports Complex in Downhill, the Northern Area Playing Fields in Washington and a centre in Ford Quarry – will together provide a total of 10 full-size, floodlit 3G synthetic turf pitches for the city.



■ The three hubs will provide a total of 10 pitches

Ford Quarry and Community North Sports Complex will each have three pitches, while Northern Area will host four – one of which can also be used for contact rugby.

Each site will feature a hub/pavilion building with changing facilities, café and social and education spaces.

[More: http://lei.sr/H2Z6J](http://lei.sr/H2Z6J)

ELITE LEAGUES

## Premiership Rugby sells minority share to CVC



**The Premiership is now broadcast to more than 200 countries**

Mark McCafferty

Premiership Rugby has confirmed it has sold a minority holding to private equity and investment advisory firm CVC Capital Partners.

CVC is understood to now be in control of just over a quarter (about 27 per cent) of the organisation, which owns and runs the premier domestic rugby union competition, the Gallagher Premiership.

The deal, worth "in excess of £200m", follows CVC's previous attempts to buy a 51 per cent majority share in Premiership Rugby, which was rejected by members earlier this year. In a statement, Premiership Rugby described



■ MCFC works with the Chinese government

the deal as the "start of a new era for English professional club rugby".

"Around 18 months ago the Board endorsed a strategy to take club rugby to a new level," said Premiership Rugby CEO Mark McCafferty.

"Since Premiership Rugby was formed in 1997, our owners have invested more than £400m to build up the clubs and the competition which today sees the Gallagher Premiership broadcast in more than 200 countries around the world."

[More: http://lei.sr/E4A6n](http://lei.sr/E4A6n)

NEW OPENING

## Climbing Hangar to open bouldering site in Swansea

Leisure architects zynk design have been selected to develop an expansive indoor climbing facility in Swansea.

To be owned and operated by the Climbing Hangar, the centre, which will feature a 10, 500 sq ft (975.5 sq m) bouldering wall, will also include a café and a retail area.

In a statement, Ged Macdomhnaill, managing director at the Climbing Hangar added: "Our new venue will provide visitors with climbing focused training facilities and the latest climbing holds and volumes on the market.



■ The new facility is set to open its doors in spring 2019



**Our new venue will provide visitors with climbing training**

Ged MacDomhnaill

"We have asked zynk to design an interior that reflects all aspects of the sport."

Speaking on the mountain climbing trend, Stavros Theodoulou, zynk Design's managing director, said: "Bouldering is increasing in popularity throughout the UK so we are seeing a growing number of venues being opened."

The centre is expected to open in spring 2019.

[More: http://lei.sr/r5M4D](http://lei.sr/r5M4D)

## Owner puts Sheffield Wednesday FC up for sale

Thai businessman Dejphon Chansiri has said he's putting Sheffield Wednesday FC up for sale.

Chansiri acquired the Championship club in 2015 and since taking over, the club has undergone a tumultuous period.

The club came within one win of being promoted to the English Premier League in 2016, when it reached the Championship Play Off Final. Since then, however, The Owls have suffered a dip in form.

Speaking at a fans' forum, Chansiri said: "I will put this club on the market. I believe many people want to buy."

[More: http://lei.sr/4n6a4](http://lei.sr/4n6a4)

## GRASSROOTS SPORT

### Education secretary: get kids to play competitive sport



**It is clear that organised sport can play a huge part in development**

Damian Hinds

Damian Hinds has called on sporting organisations to “work with the government” to ensure all children have the opportunity to take part in competitive sport.

Speaking at a summit of major sports governing bodies on 19 December, the education secretary asked NGBs to advise the government – ahead of the School Sport Action Plan next year – on how to help children to harness the benefits of sport.

Hinds said competitive sport could be used to teach children greater self-belief and how to recover from setbacks



■ Fans set off flares during a match against Hearts

– alongside the “well-documented benefits to physical and mental wellbeing”.

“Education is not just about the taking and passing of exams, important though these are,” Hinds said. “It’s clear that exercise and organised sport, in particular, can play a huge part in children’s personal resilience and emotional wellbeing.”

[More: http://lei.sr/f8v5P](http://lei.sr/f8v5P)

## PARTNERSHIPS

### Approval for Commonwealth Games village

The £350m athletes village planned for the Birmingham 2022 Commonwealth Games has been given the green light from Birmingham City Council (BCC).

The development will house around 6,500 athletes and officials during the Games and will be turned into a mixed-use housing development following the event, providing more than 1,100 homes in legacy mode.

Designed by an architectural team led by local firms Glancy Nicholls Architects and Glenn Howells Architects, the village will be built by contractor Lendlease.



■ The £350m project will house competitors during the Games and provide 1,100 homes in legacy mode



**This is a major step in getting Birmingham ready for the Games**

Ian Ward

Located on the site of the former Birmingham City University in Perry Barr, the project has been financially supported by the UK government to the tune of £165m and the West Midlands Combined Authority for £20m.

Councillor Ian Ward, Leader of BCC said the announcement was a “major step” in getting Birmingham ready for the Games.

[More: http://lei.sr/W5B8V\\_0](http://lei.sr/W5B8V_0)

### Clubs urge UEFA to distribute money ‘much more evenly’

European Leagues, the body representing European football clubs, has called on governing body UEFA to re-evaluate the way it dispenses prize money from its two premier competitions – the Champions League and the Europa League.

The umbrella organisation said it is concerned the financial gap between Europe’s elite clubs and those which do not take part in the two European competitions is widening.

Each year, 80 teams qualify for the tournaments – but 600 do not.

[More: http://lei.sr/q5M6U](http://lei.sr/q5M6U)



# NASM establishes international Advisory Board

The new Product Advisory Board will guide decision making and help NASM evaluate its strategy against the current and future needs of the sector!50

**T**he National Academy of Sports Medicine (NASM) has recruited leading operators and trainers to its new international Product Advisory Board.

The US-based global training provider has established the board to provide valuable insight into the evolving education needs of personal trainers and club businesses.

"It's crucial that our product development decisions accurately meet the needs of the professionals we serve," says Rich Fahmy, content development and product manager at NASM, as well as a key instigator of the new board.

"To do this, we must engage with industry experts to challenge our assumptions and biases. The members of our Product Advisory Board have all spent significant time 'in the trenches' and, in their current roles, mentor or interact with thousands of personal trainers.

"NASM has always engaged advisory boards but, in the past, these have been focused on the scientific research on which our product is based. While NASM will continue to consult with science-based advisory boards, we wanted an external perspective on the practical education needs of personal trainers."

Outcomes from the International PAB will contribute to strategy and



product development at NASM and will also influence education and training development in the UK, where appropriate. Moving forwards, there are ambitions for NASM Premier Global to establish a UK Product Advisory Board which will enjoy a two way dialogue with its international counterpart.

#### The new Board comprises:

- Heather Bahlmann – 1000 Hills Fitness US
- Marc Cohen – Marc Cohen Fitness
- Greg DiNatale – The Edge Fitness Clubs (US)
- Steve Jordan – Steve Jordan Fitness
- Scott Keppel – Scott's Training Systems
- Jason Mathes – VASA Fitness
- Mel Spooner – TPN International

■ The new board will influence training and development in the UK

#### ■ Jason Stella – Life Time

The inaugural PAB meeting took place at the NASM's annual Optima Conference in Arizona in November. Moving forwards, this event will host the assembly's annual face to face gathering, with regular online meetings scheduled throughout the year.



## RESEARCH

# Mindfulness increasing in popularity

Various mindfulness therapies have been practised for thousands of years, but recent evidence appears to suggest that the public is gaining a renewed interest in meditative activities.

In a recent report, the Centre for Disease Control and Prevention (CDC) identified meditation and yoga as two of the fastest growing "Complementary health" activities in the U.S.

According to the study, the use of yoga from 2012 to 2017 increased from 9.5 per cent to 14.3 per cent, while the use of meditation increased more than threefold from 4.1 per cent to 14.2 per cent.

The findings have been seen as a confirmation of

the mainstream popularity of meditative pursuits, were not so different from those described in the 2017 National Health Interview Survey.

Published by the National Centre for Complementary Integrative Health (NCCIH) – a division of the U.S. Department of Health and Human Services – the survey found a significant increase in Americans' utilisation of 'holistic' or alternative treatments.

In describing the data, Dr David Shurtleff, acting director of the NCCIH, said they "suggest that more people are turning to mind and body approaches than ever before".

[More: http://lei.sr/e3m9N](http://lei.sr/e3m9N)



■ Yoga is now widely used in complementary healthcare



**More people are turning to mind and body approaches**

Dr David Shurtleff

## NEW PROJECT

# Floating eco-resort and spa in Yorkshire given the go-ahead



**The project is being developed by real estate company Rothgen Management**

Municipal officials have greenlit plans to build Tyram Lakes – an eco-friendly wellness resort in South Yorkshire, UK.

Designed by British firm Baca Architects, the estimated £20m retreat, which will be situated on 65 acres of lakes in the Humberside Peatlands, will comprise 325 floating lodges and 104 guestrooms.

Each lodge will have a rooftop garden fitted with solar panels as well as built-in filtration systems that will recycle lakewater.

In addition to accommodating a 100-cover restaurant, a gym, and two



■ An artist's impression of the proposed spa hotel

swimming pools, the soon-to-be-constructed resort will also feature a spa with six treatment rooms.

Guests will also be able to use the on-site lake for wild swimming, an activity which – in recent years – has been praised for its stress reduction effects.

[More: http://lei.sr/R6w7A](http://lei.sr/R6w7A)

## PROPERTY DEALS

# Luxury operator LVMH to acquire Belmond



**This deal with LVMH provides value for our shareholders**

Roland Hernandez

Luxury group Moët Hennessy Louis Vuitton (LVMH) will acquire Belmond – which owns, operates or manages 46 hotels, restaurants, train and river cruise properties – in a deal worth US\$3.2bn (£2.5bn).

The transaction is expected to complete in the first half of 2019, subject to the approval of Belmond's shareholders.

Established more than 40 years ago, Belmond operates in 24 countries. Its properties include Le Manoir aux Quat'Saisons in Oxfordshire and legendary trains, such as Belmond Royal Scotsman – which features a Bamford spa carriage.



■ Belmond owns the Royal Scotsman luxury train

Through this acquisition, LVMH will significantly increase its presence in the luxury hotel world. Roland Hernandez, chair of the board of directors of Belmond, commented: "This deal with LVMH provides certain value for our shareholders and an exciting path forward with a group that appreciates Belmond's irreplaceable assets and strong management team."

[More: http://lei.sr/G4F9B](http://lei.sr/G4F9B)

## MARKETING

# Hair Loss Friendly Spa scheme for Champneys

A new initiative is set to launch in early 2019, encouraging spas to cater its offerings to guests suffering from cancer-related hair loss.

Believed to be the first of its kind, the Hair Loss Friendly Spa campaign will offer operators expert advice on creating bespoke spa journeys for guests experiencing hair loss to ensure that they feel welcomed and supported. It will also encourage spas to include thoughtful touches, such as wig stands, headscarves and scalp care guidance.



■ The Hair Loss Friendly Spa campaign will offer operators expert advice on creating bespoke spa journeys



**We're proud to become the first Hair Loss Friendly Spa**

Dorothy Purdew

The campaign will be piloted at spas across the Champneys Luxury Health Spa Resorts portfolio from January 2019.

Dorothy Purdew, founder and owner of Champneys, said: "We're proud to be the first spa to become part of Hair Loss Friendly Spa and we hope it will encourage those suffering from hair loss through cancer treatment to enjoy what we offer."

[More: http://lei.sr/B8C4d](http://lei.sr/B8C4d)

# Details revealed for Center Parcs' Ireland spa

Center Parcs has revealed details of the spa at its first Irish resort, set to open later this year.

Being built at a cost of €10m, the Aqua Sana spa at Center Parcs Longford Forest is set to be one of the largest stand-alone spas in Ireland at more than 2,500sq m (26,909sq ft), and will include 14 treatment rooms and 23 different spa experiences.

Set in 395 acres (1.6sq km) of forest land near the village of Ballymahon, Center Parcs Longford Forest will have a capacity of up to 2,500 guests and will employ around 1,000 people.

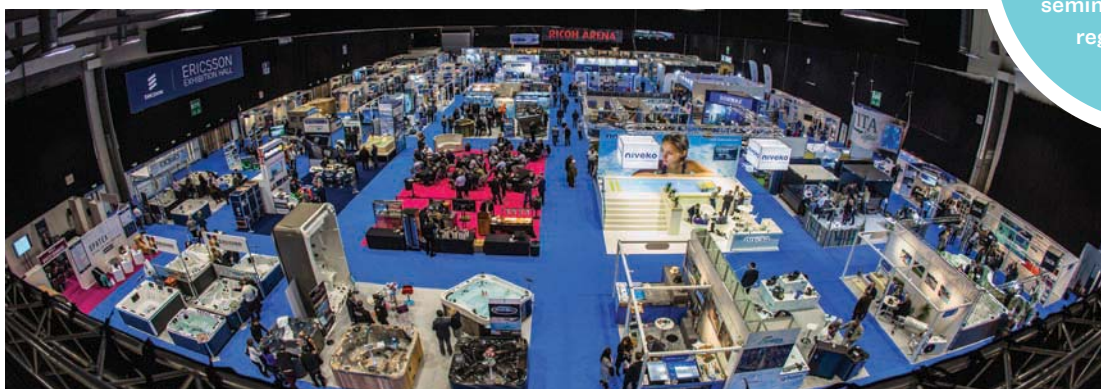
[More: http://lei.sr/s8y4c](http://lei.sr/s8y4c)



# SPATEX 2019

A world of wet leisure opportunities awaits

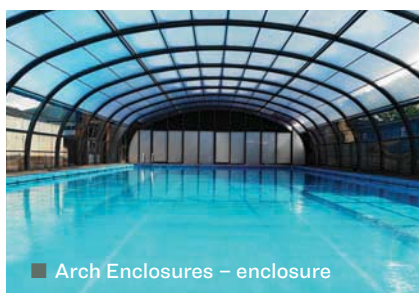
Visit [www.spatex.co.uk](http://www.spatex.co.uk) to see SPATEX's impressive list of exhibitors, details of the free double seminar programme and register for FREE.



■ This year's event will feature more than 100 exhibitors



■ Designworks Tiles – Strand Hotel



■ Arch Enclosures – enclosure



■ Alpha Wellness – sauna

SPATEX 2019, the UK's dedicated water leisure exhibition is returning in January to the Coventry's Ricoh Arena. Offering an opportunity to meet with more than a thousand wet leisure professionals, the three-day show promises to be an unmissable event.

## What is SPATEX 2019?

With more than a hundred national and international exhibitors, SPATEX brings together the world of water leisure under one roof. It is aimed at everyone involved in the provision or operation of water leisure facilities – from leisure operators and administrators to architects and builders.

## Why attend?

- 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

## SPATEX 2019

THE POOL, SPA & WELLNESS SHOW

**TUESDAY JANUARY 29TH TO  
THURSDAY JANUARY 31ST 2019**

### THE RICOH ARENA

Ericsson Exhibition Hall, Coventry

The Ricoh Arena offers 2,000 free car parking spaces and is conveniently situated just off Junction 3 of the M6 motorway, which makes it less than a two-hour drive for 75 per cent of the population.

### REGISTER FREE AT

[www.spatex.co.uk](http://www.spatex.co.uk)

and sign up for news.

### FOR FURTHER INFORMATION

call Michele or Helen on

+44 (0) 1264 358558

or email [michele@spatex.co.uk](mailto:michele@spatex.co.uk);

[helen@spatex.co.uk](mailto:helen@spatex.co.uk)

and dry safety flooring, spas and hot tubs (there are 28 spa associated companies attending), 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 very first time.

- Make yourself more marketable: update your professional skill set with SPATEX's double programme of free seminars and workshops (CPD points available) – there's no greater source of free Industry education and training.
- Use our unique pool of expertise – SPATEX 2019 has the backing of many esteemed industry associations which give further added value and interest to visitors. Visit the SPATEX Welcome Desk at the front of the hall and the team will happily point you in the right direction.



# SPATEX 2019

THE POOL, SPA & WELLNESS SHOW

**TUESDAY 29 - THURSDAY 31 JANUARY 2019**

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SWIMMING POOLS



HOT TUBS SPAS

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THE UK'S ONLY INTERNATIONAL POOL, SPA AND WELLNESS EXHIBITION

FOR MORE INFORMATION OR TO REGISTER FOR FREE VISIT:

**WWW.SPATEX.CO.UK OR CALL +44 1264 358558**



## REFURBISHMENT

# Hilton unveils quayside hotel in London

Curio Collection by Hilton has launched its newest venue, Lincoln Plaza London, in the city's Canary Wharf financial district.

Featuring interiors created by architecture practices RPW Design and Design LSM, the 129-guestroom hotel is situated in the Isle of Dogs docklands and features a fitness centre, as well as two bars and restaurants.

The hotel's leisure facilities will be boosted with the addition of a sauna, steamroom, and 12-metre swimming pool in April 2019.

The hotel's main dining outlets include the pan-Indian eatery, Mr. Todiwala's

Kitchen; and Jack Speak, a cocktail bar offering an ambience and drinks menu redolent of a 19th-century naval officer's mess hall.

The Victorian-style saloon also features an outdoor terrace which provides panoramic views of the City of London urbscape.

Lincoln Plaza, which was co-developed by privately-owned UK hotel group Shiva Hotels, is the second Curio Collection property to open in London after The Trafalgar St. James.

Launched in 2014, Curio is a 'soft brand', meaning its hotels are supported by Hilton, but retain their own individual branding.

**More:** <http://lei.sr/d5H6x>



■ The hotel features a Victorianaesque bar that hearkens back to the naval culture of the British Empire



**The 129-guestroom hotel is situated in the Isle of Dogs docklands**

## REDEVELOPMENT

# Quest Apartment Hotels to enter UK market in 2019



**Coming to the UK marks the realisation of a long-held dream**

Paul Constantinou

Australia-based Quest Apartment Hotels will enter the UK hotel market in 2019 with the opening of its first property in Liverpool.

The company will spend £10m redeveloping a commercial office building in the city's Church Street into the 100-room Quest Liverpool.

Set to open in early 2019, the hotel will kick start Quest's plans to expand further in the UK market. It plans to establish itself as a major player in the hotel/apartment sector with a target of having between eight and 10 properties by 2023.



■ Quest will spend £10m transforming a commercial office building Church Street into a 100-room hotel

Quest founder and chair Paul Constantinou said the deal marked the realisation of a long-held dream.

"For decades, we have honed the brand and the franchise business model to appeal to Australasian business travellers," he said.

**More:** <http://lei.sr/v2z6p>



## A busy year ahead

**C**IMSPA will continue to innovate in 2019 with work progressing on a number of fronts, including the launch of new services for the sector.

One of these is an online platform that will help put CIMSPA members on the map by showcasing their qualifications and CPD to employers and the public. Members will be able to manage their membership, log their qualifications and CPD, allowing them to promote their CIMSPA membership via social media. The service will also allow CIMSPA partners to share their partnership status, submit details of CPD and qualifications for endorsement and manage their partnership.

We will continue to focus on ensuring the training from our education partners exceeds the expectations of our members and employers.

We are launching the sector's first higher education endorsement system for sector-related degree programmes. Universities will receive the CIMSPA kitemark to show their degrees are aligned to professional standards developed by employers to provide job-ready graduates.

We will conduct three times as many visits to our partners than in 2018, allowing our quality assurance associates to see our partners in action and provide guidance on how to take their training to the next level. We are also launching a quality assurance process for apprenticeships.

The second phase of a vital sector-wide consultation gets underway in February to determine a proposed model for a national workforce register. A national database of sport and physical activity professionals will make it easier for employers to source qualified and competent applicants; give assurances to parents, employers, clubs and insurers

that these individuals are competent and safe to practice; and ensure that the right people with the right skills are in the right place to deliver safe and inclusive sport and physical activity opportunities.

Commissioned by CIMSPA, independently delivered by Sporting People, and funded by Sport England, the consultation aims to take in the views of 5,000 people including employers, sector employee and the public. The final report should be finished and published in April.

A refresh of our brand identity will help tie all of these projects together with a single message of a regulated and respected profession.

The new visual identity will help position CIMSPA as an effective custodian of the sport and physical activity professional workforce, including a strong kitemark theme, which will allow our partners to clearly communicate the value of their CIMSPA-endorsed qualifications. We hope this kitemark will eventually be recognised by the public as a symbol of the high quality in our sector and the huge contribution CIMSPA members make to an active, healthy society. ●

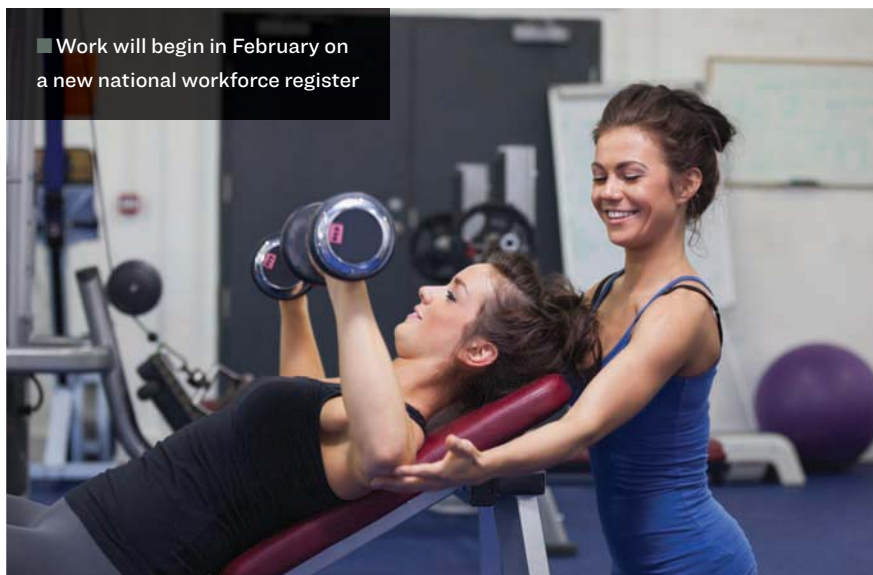


■ Tara Dillon, chief executive of CIMSPA



We are launching the sector's first higher education endorsement system for sector-related degree programmes

■ Work will begin in February on a new national workforce register



## DOMESTIC TOURISM

# 'Uncertain future' for regional tourism

A tourism chief has warned of the uncertain future of local government funding for destination management organisations (DMOs) and the "inevitability" of further budget cuts.

Speaking at The Tourism Consultants' Network Conference in Manchester, David Curtis-Brignell, Go To Places Deputy CEO – and former chair of The Tourism Society – predicted that the "53 per cent cut in tourism funding" seen in the previous nine years "will only get worse".

He also suggested that further cuts – combined with a £15.7m cut in government funding to councils in the decade 2010-2020 – will

mean that budgets for tourism promotion and management are at risk.

According to Curtis-Brignell, local tourism agencies will need to look at ways to outsource, collaborate and use "smarter working" in order to survive,

"DMOs can no longer rely on traditional sources of long-term funding or traditional models of operation and will have to look at new funding models," he said.

"These will include outsourcing in order to maintain a tourism service which is affordable. The future of the DMO funding model will be a mix of outsourcing and smarter working."

[More: http://lei.sr/Q7a3b](http://lei.sr/Q7a3b)



■ budgets for tourism promotion and management are at risk



**DMOs can no longer rely on traditional sources of funding**

David Curtis-Brignell

## VISITOR STATISTICS

# UK experiences 'festive season boost' in overseas visitors



**The increase in bookings from long-haul visitor markets echoes a longer-term trend and has been partly attributed to the weak value of the pound**

The UK benefited from a sharp rise in overseas visitors during Christmas – which is expected to extend into the New Year.

According to figures released by VisitBritain, flight bookings to the UK show a rise of 9 per cent for the period between Sunday 23 December 2018 and Saturday 5 January 2019 – when compared to the same period in 2017.

Forward bookings to the UK from China (up 44 per cent), the Middle East (up 59 per cent) and the United States (27 per cent) have been particularly strong, with all showing double-digit increases.



■ Forward bookings to the UK from China are up 44 per cent and 59 per cent up from the Middle East

The increase in bookings from long-haul visitor markets echoes a longer-term trend and has been partly attributed to the weak value of the pound – caused largely by the UK government's chaotic Brexit negotiations.

[More: http://lei.sr/G5F9k](http://lei.sr/G5F9k)

# Community Leisure UK

## The voice for community leisure trusts across the UK

The community leisure trust collective has launched a new brand that seeks to support and develop our public leisure and culture services. **Community Leisure UK** – formerly Sporta - is the association that specialises in charitable leisure trusts across the UK, enabling networking and knowledge sharing with peers and external stakeholders.

Collectively, member community leisure trusts manage a **combined budget of more than £1.6bn**, **employ over 67,000 people**, and receive **233million visits per year**.

Charitable trusts are key community anchors who **reinvest every penny** into developing services focused on their local people across the life course. Trusts are working with more and more partners to develop supported routes to **mental and physical health improvement**, while reshaping services to meet local strategic objectives.

The ultimate aim of community leisure trusts is to **engage all people across the community**, whether that is having a health check, a coffee in a safe and warm space, going for a swim, taking a walk in the park, borrowing a library book or becoming a member of a gym.

*Community Leisure UK are keen to help organisations who would like to know more about the public leisure landscape and / or the charitable trust model. Please do get in touch at:*

**[www.communityleisureuk.org](http://www.communityleisureuk.org)**

**@CommLeisureUK**

**[cateatwater@communityleisureuk.org](mailto:cateatwater@communityleisureuk.org)**

***Thank you for reading.***





## ARTS

### Welsh art council to make funding inclusive

The Arts Council of Wales (ACW) has launched a consultation paper on the way it uses lottery funding to make the process more accessible and inclusive.

ACW is asking stakeholders and the public to suggest ways in which it can open up the process to disabled and BAME (black and minority ethnic) people in the arts sector, as well as organisations in areas that have not received as much funding previously.

The paper consists of 12 topics in total, with other areas being consulted on including making and enjoying the arts in Welsh, funding individual artists to mobilise them and investing in Wales-based artists to participate

in high-profile international showcasing events.

"We have been acting as a lottery funds distributor since 1995, and during the past 23 years have funded 13,502 projects across Wales and distributed £287m of lottery funds," said Kath Davies, ACW director of investment and funding services

"But nothing stands still, so we are beginning one of our most ambitious consultations ever and we are inviting everyone in Wales to contribute to it."

The council also pledges to make it easier for organisations to apply for funding by removing some application categories.

[More: http://lei.sr/H2R8j](http://lei.sr/H2R8j)



■ The Glynn Vivian Art Gallery in Swansea



**We are beginning one of our most ambitious consultations ever**

Kath Davies

## IP ATTRACTIONS

### HBO to turn GoT sets into permanent visitor attractions



**Fans will have the opportunity to fully immerse themselves**

John McGrillen

HBO has plans to turn the shooting locations and sets of its popular Game of Thrones (GoT) television series into permanent tourist attractions.

The move, which will be a significant boost to tourism in Northern Ireland, will see the standing sets for show locations including Winterfell, Castle Black and Kings Landing hold tours.

A formal studio tour of Linen Mill Studios is also planned and will display artefacts from the show from every season and setting.

"We couldn't be more excited about the Game of Thrones Legacy project coming



■ The hit GoT TV series is now in its eighth season

to Northern Ireland," said John McGrillen, Tourism Northern Ireland chief executive.

"While fans have seen the stunning landscapes, coastlines and mountains in the series, we are thrilled they will now have the opportunity to fully immerse themselves into the world of Westeros.

[More: http://lei.sr/E5t6k](http://lei.sr/E5t6k)

## ZOOS

## Chester Zoo to use 'fire funds' on conservation



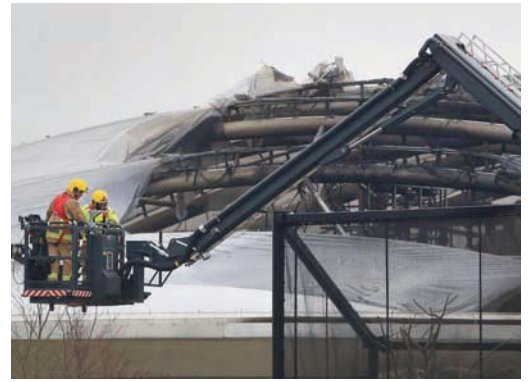
**The day of the fire was one of the toughest in the Chester Zoo's long history**

Jamie Christon

Money raised on the wake of a devastating fire at Chester Zoo on 15 December will be spent on conservation projects, says its management.

The fire, which destroyed much of the roof of the British zoo's monsoon forest area and took the lives of some of its animals, has been declared an accident, though the exact cause has not yet been determined.

Following the blaze, the zoo launched an online fundraising appeal to support repairs. Seeking £50,000, the zoo has more than doubled its target, nearing £120,000.



■ The zoo reopened a day after the fire, having had to close and evacuate customers for a day

That full figure will now be spent on conservation efforts, with the cost of repairs to be covered by insurance.

"Yesterday was one of the toughest days in Chester Zoo's long history," said Jamie Christon, the zoo's chief operating officer.

[More: http://lei.sr/R5w6Q](http://lei.sr/R5w6Q)

## INNOVATION

## World's first ever rollercoaster at sea to debut in 2020

Carnival Cruise Line's Mardi Gras, a cruise ship that debuts in 2020, will feature the first ever rollercoaster at sea.

Bolt: Ultimate Sea Coaster will take riders through almost 800 feet of twists, turns and drops and will get up to nearly 40 miles per hour.

The ride is being built by German firm Maurer Rides and will be all electric. Two riders will sit in a motorcycle-style vehicle and run along a track that will soar 187ft above sea level with 360-degree views.

"Mardi Gras will be our most innovative ship ever with some truly special



■ Ultimate Sea Coaster will reach speeds of 40mph



**Mardi Gras will be our most innovative ship ever**

Christine Duffy

features and attractions, highlighted by Bolt, the first roller coaster at sea," said Christine Duffy, president of Carnival Cruise Line.

"Bolt will continue the tradition of Carnival providing exciting new ways for our guests to choose fun. We are so thrilled to introduce this one-of-a-kind, game-changing, exhilarating attraction – our guests are going to love it."

[More: http://lei.sr/g6n7m](http://lei.sr/g6n7m)

## Museums to carry out provenance research

A number of major British museums are taking steps to learn the origins of artefacts on display originally procured in the colonial era.

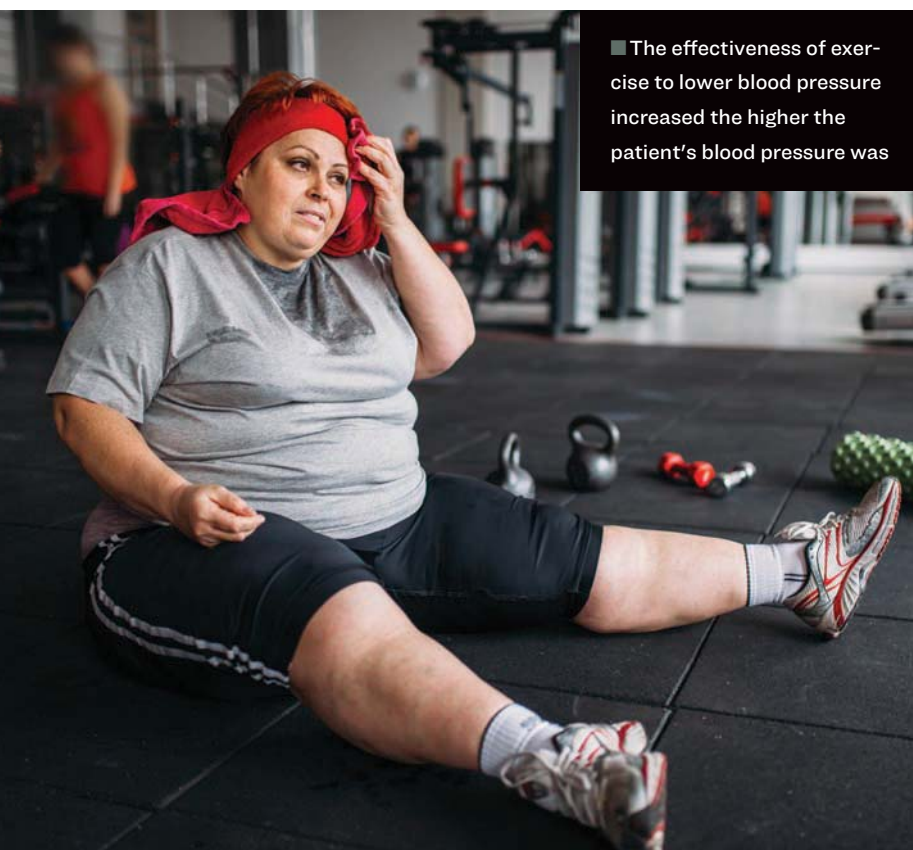
London's British Museum and the V&A, as well as Oxford's Pitt Rivers Museum, are tasking current research staff with providing visitors with greater clarity on the origin of items and also making sure the provenance research is clear to all visitors.

As part of the project, the new provenance research will be included into visitors' audio guides.

[More: http://lei.sr/t2v6B](http://lei.sr/t2v6B)

# Exercise – better than drugs at cutting blood pressure?

A new study has suggested that exercise could be as good as drugs at reducing hypertension



■ The effectiveness of exercise to lower blood pressure increased the higher the patient's blood pressure was

While the benefits of exercise on lowering blood pressure have been researched – and proven – before, a new study has looked to determine how exercise compares with blood pressure-lowering drugs, as no direct head-to-head clinical trials have yet been carried out.

Led by the London School of Economics and Political Science (LSE) – and published in the *British Journal of Sports Medicine* in December 2018 – the study pooled data sets from a total of 194 previous clinical trials, assessing the impact of drugs on lowering systolic blood pressure. It also looked at 197 trials which assessed the impact of structured exercise involving nearly 40,000 people.

While the results showed that people treated with drugs had lower blood pressure than those following structured exercise programmes, the findings suggested that when analyses were restricted to those with high blood pressure, exercise seemed to be just as effective as most drugs. Interestingly, the effectiveness of exercise also seemed to increase proportionally with the patient's blood pressure.

These findings could be used to examine and improve the evidence base supporting exercise recommendations





■ The study found 'compelling evidence' that mixing cv with strength training was particularly effective

## The findings mean that renewed attention is warranted to identify effective strategies to promote exercise

### PICK AND MIX

The study also found "compelling evidence" that mixing cardio vascular exercise – such as running, walking, cycling or swimming – with strength and/or resistance training seemed particularly effective in lowering blood pressure.

The study could have an impact on the treatment of high blood pressure – a condition which is estimated to affect around seven million Britons.

### EVIDENCE

"These findings could be used to examine and improve the evidence base supporting exercise recommendations," the report states in its conclusions.

"While our findings support previous calls to prescribe exercise as a treatment option for hypertension, relatively little is known about the effectiveness and comparative effectiveness of

implementation strategies. Healthcare systems are therefore ill-equipped to ensure effective adoption of and adherence to exercise prescriptions.

"Despite the availability of national guidelines promoting exercise, levels of physical activity remain stubbornly low worldwide. Given our findings that even low-intensity exercise may be effective in reducing blood pressure, renewed attention is warranted to identify effective strategies to promote exercise."

In their conclusions, researchers do highlight, however, that the results do not mean that people should ditch their blood pressure medication. They also added that many people currently taking blood pressure medication are on several medicines and have a number of illnesses. This makes it difficult to know exactly what sort of exercise – and at what intensity and duration – they should use to help control their blood pressure. ●



■ The study could have an impact on the treatment of high blood pressure – a condition which is estimated to affect around seven million Britons

# A new kind of immersive theatre

War of the Worlds to be reimagined as high-tech immersive experience for London



A new experience combining state-of-the-art technologies and immersive theatre is set to debut in London next year, with H. G. Wells' *The War of the Worlds* to be completely reimagined as a mixed reality show.

Based on composer Jeff Wayne's 1978 musical version of the science fiction novel, 'layered reality' company dotdotdot have partnered with the musician to reimagine his work, which is among the top 40 best selling albums of all time in the UK.

Using virtual reality, holograms and other new technologies, the experience is designed for audiences to feel as though they are living through *The War of the Worlds*, which was originally written in 1898 and is one of the earliest stories to detail a conflict between mankind and an extraterrestrial race.

Taking place inside a 22,000sq ft (2,000sq m) multi-level site at the Old London Metal Exchange, VR, haptic and multisensory elements will mean visitors will be able to smell things like grass and feel the earth shake as the first Martians land.

Both live and virtual actors will guide small groups as they walk, crawl and slide through different scenes, including Primrose Hill where the Martians meet their demise and the seafront, where the

Taking my musical Version of *The War of The Worlds* and turning it into a VR experience is groundbreaking





■ The experience is designed for audiences to feel as though they are living through *The War of the Worlds*

By using technology in a way never been seen before, we're able to allow people to step within and feel part of the story

battle between the Martians and Thunder Child comes to its dramatic conclusion.

"By using technology in a way never been seen before, we're able to allow people to step within and feel part of the story, rather than simply observing from the outside," said Andrew McGuinness, founder and CEO of dotdotdot.

"The scale of the production, the music, next-generation technology and theatre will work together to immerse the audience in a way that will shock, surprise and delight, with guests experiencing the same emotions they would feel if they were actually living within the story."

The 90-minute experience concludes with a visit to a steampunk-themed bar, which will use digital technologies "to transform its surroundings".

"Taking my musical version of *The War of The Worlds* and turning it into a VR experience is groundbreaking," said Jeff Wayne. "I can't wait to 'live' it myself." ●



■ Virtual reality will play a large role in the new theatre experience





The combination of training modalities in Blaze can have impressive results

Michelle Dand



## Blazing a trail

David Lloyd Leisure is investing in the roll-out of a new boutique format of HIIT. We spoke to the duo leading the strategic move



■ DLL will invest £15m in rolling out the concept to a further 49 clubs

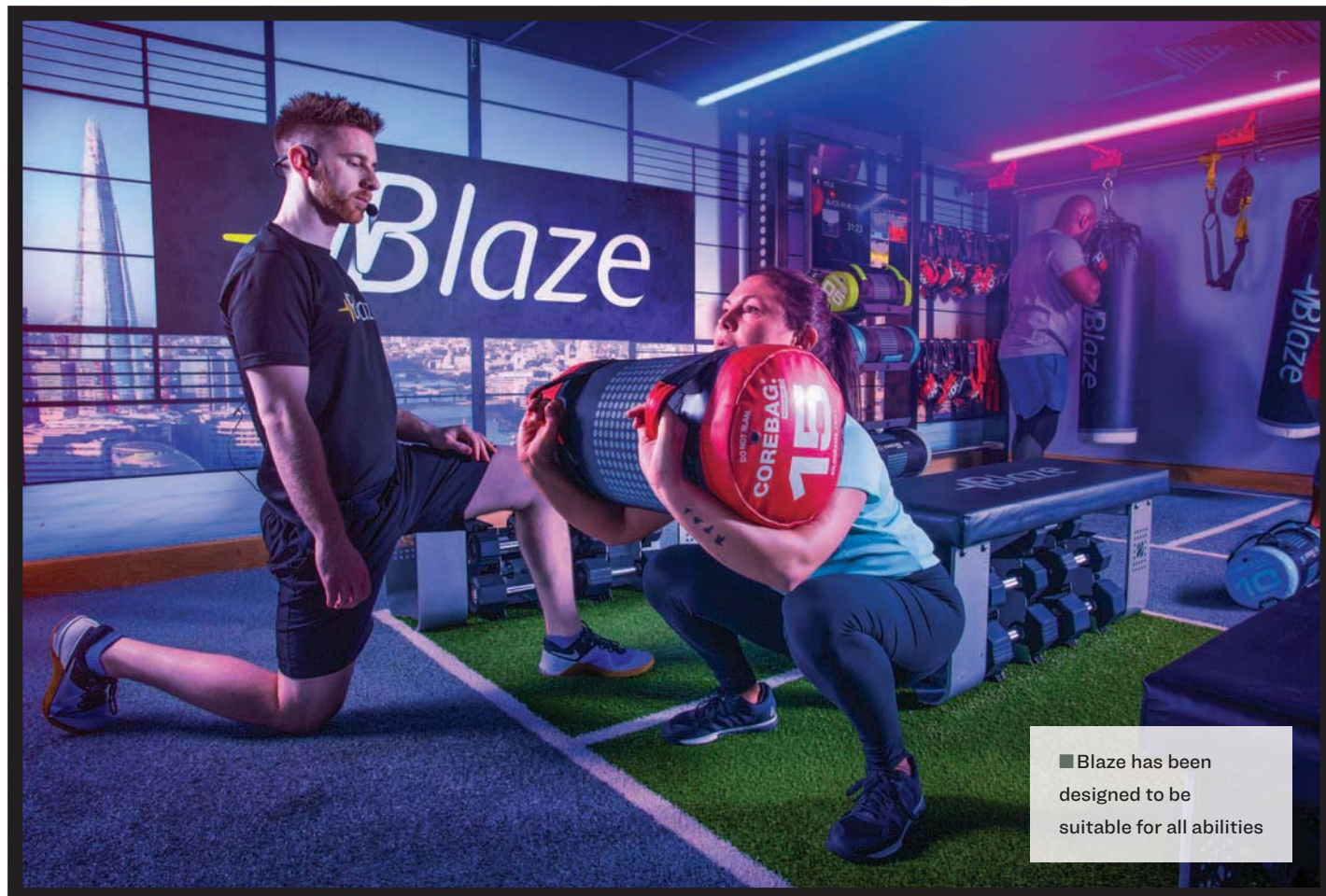
**D**avid Lloyd Leisure (DLL) has revealed details of the roll-out of its boutique-style HIIT concept, Blaze. Currently available at around a dozen clubs, the operator said it will

invest £15m to roll the concept out to a further 49 clubs across the DLL estate.

Blaze is a team-based HIIT class offering training across three distinct areas – combat, cardio and strength – in a specially designed studio.

Blaze is the brainchild of Michelle Dand, DLL's head of fitness products and programming.

Dand envisaged a group training experience for millennial, career-focused individuals that offered social interaction, an element of friendly competition where appropriate, and results – and would appeal to men and women. Designed to create a "sense



■ Blaze has been designed to be suitable for all abilities

“ In a 45- to 55-minute Blaze session, you can potentially burn anything from 500 to 1,000 calories, depending on your body ”

of community”, the class is based on heart rate training, which ensures everyone works at the right intensity.

“The combination of training modalities in Blaze can have impressive results – increased cardiovascular fitness, a sculpted physique and a boost to your metabolic rate,” says Dand.

“In a 45- to 55-minute Blaze session, you can potentially burn anything from 500 to 1,000 calories, depending on your body composition, by boosting your metabolism. You’ll also continue to burn calories for up to 36 hours after a class.”

### FIT FOR ALL

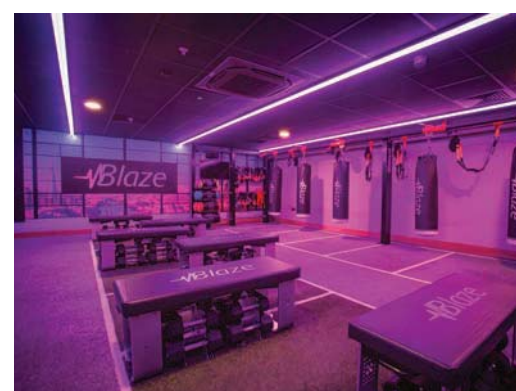
According to DLL Blaze trainer Jack Claxton, the format is suitable for all abilities and fitness levels. “You work to your own heart rate, challenging yourself, but within your own limits,” Claxton says.

“This ensures the workout is suitable for everyone, whatever their fitness level.”

Every Blaze participant wears a Myzone activity tracker belt, which monitors heart rates and displays it in easy-to-understand format.

“The signal from the belt is automatically picked up the moment you check in to the studio, with screens in each corner of the room showing your name, the heart rate zone you’re in, calories burned so far and average heart rate,” said Michelle Dand.

“Members are challenged to hit different heart rate zones at different points in a workout, and in the three different areas of the studio, but the overall goal is to work in the red zone (90–100 per cent of maximum heart rate) for between nine and 18 minutes of a 55-minute class.” ●



■ Training takes place across three distinct areas – combat, cardio and strength





**SIBEC<sup>19</sup>**  
UK

**2-3 May 2019**

The Belfry, Wishaw, West Midlands, UK

[www.sibecuk.com](http://www.sibecuk.com)



**SIBEC<sup>19</sup>**  
Europe

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The Westin Dragonara Resort,  
St. Julians, Malta

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## What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
- Pre-set appointments with buyers of your choice
- Limited competition
- 3 full days of exceptional networking
- Unparalleled value for money
- High Quality Seminar Program



I think will be my 5th year at SIBEC and from both a business and personal perspective there are a number of reasons why I continue to attend yearly-

1. It is one of the best business networking events I have attended in the Industry and year on year continues to put me in touch with new suppliers and buyers that consistently open my eyes to further business opportunities.
2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other Industry leaders within their field.



**Michelle Dand,**  
Group Health & Fitness Manager,  
David Lloyd Leisure Ltd

For more information about  
**SIBEC** please contact:

**David Zarb Jenkins**

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Tel: +356 9944 8862



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# leisure opportunities

Your careers & recruitment partner

## Recruitment headaches? Looking for great people? Leisure Opportunities can help

### Tell me about Leisure Opps

Whatever leisure facilities you're responsible for, the Leisure Opps service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is Leisure Opps special?

Leisure Opps is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 30th anniversary of Leisure Opps, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Health Club Management, Sports Management, Leisure Management, Attractions Management, AM2 and Spa Business/Spa Opportunities.**

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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

## WESTMORLAND COUNTY FOOTBALL ASSOCIATION LIMITED IS LOOKING FOR A NEW LEADER



### Chief Executive Officer

Salary: £37,000 - £38,500



This is a rare opportunity to lead a County Football Association in England. Although the smallest County FA in the country, the Westmorland County FA, has a history in football and a reputation for being both progressive and innovative. We are now looking for someone to inspire the next generation through the new FA National Game strategy. Someone who can develop and implement our Business Strategy to the benefit of all our members. Someone who can uphold the ideals and values that have made Westmorland County FA what it is today.

The successful applicant will find a dedicated, committed and enthusiastic workforce. There will be scope to put forward ideas on how the Westmorland County FA can develop as a business and to work with the Board of Directors on some exciting projects going forward.

#### Other key areas of responsibility include:

- Implementing the FA Safeguarding and Operating Standards
- Developing close working relationship with both leagues and clubs within the county
- Developing and managing relationships with contractors and business partners
- Delivering business and operational plans
- Payroll and financial control systems
- Ensuring the company is compliant with all relevant legislation

This is a full-time position and as a champion of equality the Westmorland County FA welcomes candidates from all sectors of the community. We would also encourage applications from persons not currently working full-time in football. The successful candidate will be subject to a six-month probationary period and will undertake an advanced DBS check.

**The closing date for applications is 12noon, 28 January 2019.**

#### APPLY NOW:

**<http://lei.sr/0n6s3>**

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# HAVE YOU GOT WHAT IT TAKES?

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TRAINERS

GENERAL  
MANAGERS

## WE'D LOVE TO HEAR FROM YOU

Here at The Gym, we're always making gains. We are currently growing at a rate that would match Usain Bolt's pace - and in order for us to continue to do so, we need people like you. Whether you're a lifter, a spinner or an avid crossfitter we're always on the lookout for fantastic new staff to help us remain the crème de la crème.

We make a very simple promise to our people - Your Gym, Your Purpose, Our Promise. We believe passionately that the Gym is in the hands of the General Manager and their team. It's our role to support them, not the other way round. We aim for everyone who works for us to have a strong sense of purpose - this is our promise to every single one of our amazing people.

If you feel like you could help make  
our members even happier visit

[www.thegymgroup.com/careers](http://www.thegymgroup.com/careers)





# WE ARE RECRUITING NATIONWIDE

## EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

## FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



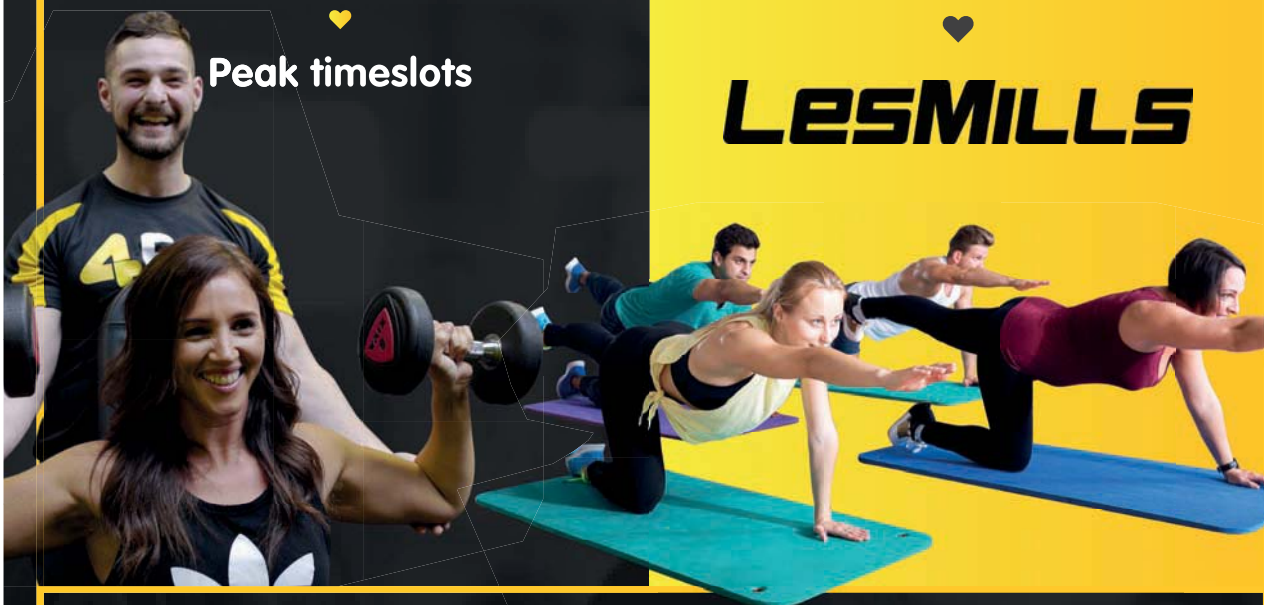
Back to back classes



£20 per hour



# LES MILLS



Send your cv and cover letter to  
[stacey.gould@xercise4less.co.uk](mailto:stacey.gould@xercise4less.co.uk)



## We are recruiting apprentices from 16-60+

**énergie Fitness**, the UK's leading fitness franchise operator, are building an apprenticeship programme without boundaries. You can view the 4 key job roles of Host, Sales Prospector, Personal Trainer and Club Manager on the énergie Leisure Opportunities portal [www.leisureopportunities.co.uk/jobs/energie](http://www.leisureopportunities.co.uk/jobs/energie)

At énergie we recruit apprentices from all ages and backgrounds. You can earn attractive salaries and are guaranteed free training leading to recognised, national qualifications. If you want to make a difference to the lives of people, and create a fitness club where people feel they belong, then let's have a conversation.

énergie operate over 100 clubs over UK and Ireland, locally-owned, nationally-led.

Apply now: <http://lei.sr?a=W4C8t>



**énergie  
Fitness**  
where you belong...

# Customer Service Assistants and Fitness Advisor



LONG STRATTON LEISURE CENTRE, NORWICH

*Come and join a winning team and future proof your career in the leisure industry!*

**Do you enjoy working in a busy dynamic team striving to deliver the highest quality service possible? Working a range of shifts and dealing with the public? Want to work in a modern setting at the cutting edge? Then read on...**

## What you could be part of...

Long Stratton Leisure Centre is going through a £2 million investment ensuring our facilities are the best in the area. We will be the go to venue offering a state of the art fitness facilities, two studios, a main sports hall, a state of the art 3G Pitch, café and a soft play area.

## What's in it for you...

Our package includes employer pension contributions of 15%, performance related pay up to 4%, 23 days holiday increasing to 28 days after 5 years plus bank holidays (pro-rata for part time employees), on site café, compassionate leave and sickness entitlement for times of need.

As a Platinum Investors in People you will have regular reviews with your line manager and a personal development plan. We also support towards volunteering days in the community and encourage staff to be involved with fun activities to raise money for local and national charities.

Working at South Norfolk Council would enable you to be part of an organisation which is proud to deliver high-quality, customer focussed services. Our success comes from us being commercially astute and business-like. Continuous improvement is also vital, and our employees challenge themselves to develop new and innovative ways to improve the services that make a real difference to people's lives.

## Customer Service Assistants

Full Time, Part Time

£17,243 – £18,431 (pro rata) per annum

### What you'll be doing...

- Providing an excellent and professional customer service to all those that visit our centre
- Providing first contact resolution for all transactional membership and usage enquiries
- Assisting with touring prospective members and selling memberships
- Preparing and serving food and drink in our café area
- Assisting in the delivery of events and hospitality across the centre including our soft play area

### You must have...

NVQ in customer care or equivalent experience in a customer facing environment as well as level 2 Food Hygiene (or be prepared to undertake the training within the two months of employment). Relevant experience in a customer focussed sales environment, commercial environment and experience in food and beverage is essential. You should also have excellent customer service skills, the ability to communicate clearly and professionally with our customers as well as good attention to detail and good IT skills. Previous experience in a leisure centre is desirable.

## Fitness Advisor

Full Time

£17,243 – £18,431 per annum

### What you'll be doing...

- Providing an excellent and professional customer service
- Providing safe and effective exercise instruction
- Delivering fitness programmes and inductions to a high standard
- Provide fitness and nutritional advice where required
- Working as part of a team to ensure the smooth and efficient running of the centre
- Providing a safe and friendly training environment for all users

### You must have...

A minimum level 2 gym instructors qualification as well as previous experience in a leisure/fitness industry, carrying out gym inductions, fitness programmes and delivering fitness classes. You should have excellent interpersonal skills, demonstrating great teamwork and customer service skills. Good concentration skills and the ability to communicate clearly and professionally with our customers is also essential.

**Apply now: <http://lei.sr/r9C9e>**





**Nottingham**  
**City Council**

# Supervisors

**Salary: £21,074 Location: Nottingham Reference:CO0676**

Victoria Leisure Centre has a range of excellent facilities including 2 swimming pools, Gym, Health Suite, Dance Studio, Indoor Cycling room /Virtual Group Cycling Studio

## **POSITION 1:**

**Victoria Leisure Centre - Full-Time Supervisor 37 hours a week - permanent post**

## **POSITION 2:**

**Sport and Leisure department - Full-Time Supervisor 37 hours a week - fixed term post up to 12 months**

The starting salary is £21,074 (Level One) rising to £22,401 (Level Two) on the first year anniversary, subject to satisfactory completion of a probation period.

We've got an exciting opportunity available for talented individuals to join our workforce - perhaps this is the opportunity you've been waiting for? Read on to find out more...

There has never been a better time to join Nottingham City Council. Known for inclusivity and innovation, we have also won a host of Employee Benefits Awards, are a leading employer of Apprentices and we are continually working around the clock to deliver high quality services for Nottingham's citizens, visitors and investors.

Our aspiration is to make Nottingham a Great City, but to do this we need to be a Great Council, provide Great Services and recruit and develop a Great Workforce.

Join an organisation that gives you extra - we will value your contributions, promote flexible and modern ways of working, will double your monthly pension contributions, offer a very generous 25-32 days holiday package each year (exclusive of public bank holidays and dependent on length of service) and give you the option to purchase up to 28 days additional holiday tax-free!

Nottingham City Council is committed to safeguarding and promoting the welfare of Children and Vulnerable Adults and we expect all workers to share in this commitment.

The Sport and Leisure Department have opportunities for 2 supervisors to join our team. Each day is a different challenge and we are looking for Supervisors with a passion for Sport and Leisure, who can deliver exceptional Customer Service at every opportunity and have a positive can do attitude.

As a Supervisor you will oversee and ensure the smooth operation and safety of a facility team and customers. You will ensure that you and the team offer the best possible customer service experience on a daily basis whilst directing staff to achieve performance targets and deadlines. As an efficient and successful supervisor you will be professional at all times and lead by example.

You will have excellent communication skills as this is essential to help motivate a diverse team on a daily basis and you must have the ability to use a range of IT and Leisure Management software.

*Nottingham City Council are committed to equality, diversity and inclusion and we are striving to have a reflective workforce of the citizens we serve. We particularly welcome applicants from Black and Minority Ethnic (BME) communities and applicants that consider themselves disabled as these groups are currently under-represented within our workforce.*

*Nottingham City Council is open to conversations regarding flexible working options at the point of interview.*

**Apply now: <http://lei.sr/n4c6K>**

# SWIMMING INSTRUCTORS



**Currently recruiting for venues in:**

- Central London
- North London
- Hammersmith
- Hampshire
- Heathrow
- Streatham
- Teddington

**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=y8j2S>**



## Join the team today!

If you want a job that helps to change people's lives for the better, then you've come to the right place. We're up for it. Are you?

mytimeactive

To find out more and to apply, visit  
Leisure Opportunities by clicking here:

<http://lei.sr?a=q9r9l>



# GLL GRADUATE TRAINEE MANAGER SCHEME 2019

**UP TO £21,690 PA, POSITIONS AVAILABLE NATIONALLY**

If you have a real passion for leisure, sport and fitness and are interested in leisure management, the award-winning GLL Graduate Trainee Manager Scheme could be for you. The scheme starts in summer 2019 and is available across GLL's locations in London and the South East, Manchester, Belfast, Newcastle, York, Cumbria, Swindon, nr Lincoln, Cornwall, Cardiff and Bath. Salary package is subject to location offered.

Our challenging two-year training scheme for graduates includes practical work experience in all aspects of leisure provision. You'll complete customer-facing placements such as Fitness Instructor, Lifeguard and Customer Service Advisor within a structured programme in year one and supervisory placements in year two. In addition, you will complete statutory, management and modular training throughout the two years. You will also experience working within a central support team and gain experience in project management and human resources.

#### Benefits:

- Salary increase in year 2 of the scheme and up to Assistant Manager salary in year 3
- Assistance with relocation if needed
- Pension scheme
- Uniform
- Ride to work scheme
- Travel allowance
- Discounted staff fitness membership
- Discounts on days out and other social activities
- Continuous training and career development (qualifications and professional studies)
- Mentoring throughout the duration of the scheme
- The opportunity to join the GLL Society and have a say in how we're run plus associated social events

If you have what it takes to be part of our summer 2019 intake, then find out more and apply: visit [glljobs.org](http://glljobs.org) and search for 'Graduate Trainee Manager Scheme'.



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better for everyone

Better is a registered trademark and trading name of GLL (Greenwich Leisure Limited), a charitable social enterprise and registered society under the Co-operative & Community Benefit & Societies Act 2014 registration no. 27793R. Registered office: Middlegate House, The Royal Arsenal, London, SE18 6SX. Inland Revenue Charity no. XR43398

## STEVENAGE LEISURE LTD

*Stevenage Leisure Limited (SLL) is a registered charity and one of the UK's leading leisure trusts.*

*We currently work closely in partnership with local authorities in Hertfordshire, Bedfordshire and Rutland to manage 22 leisure and cultural facilities across 12 towns.*



# RECREATION ASSISTANT / LIFEGUARD



## ROYSTON LEISURE CENTRE

40 Hours per Week

Stevenage Leisure Limited (SLL) is a registered charity and one of the UK's leading leisure trusts. We currently work closely in partnership with local authorities in Hertfordshire, Bedfordshire and Rutland to manage 22 leisure and cultural facilities across 12 towns.

We are currently seeking a Recreation Assistant to work at Royston Leisure Centre.

This role is to assist and supervise customers in their use of facilities, provide Lifeguarding services, ensure customer safety and wellbeing and assist in reception and booking duties as required.

Ideally, you should be NPLQ qualified, although full training will be provided.

An interest in leisure is essential as is the ability to be flexible in working hours as you will be required to work evenings and weekends.

**For further information and to apply, click here: <http://lei.sr/X9B0o>**

*SLL aims to be an employer of choice and offers many benefits including free Gym membership for yourself, discounted gym membership for a nominated friend/family member and/or discounted use of facilities across the SLL Leisure, Theatre and Golf Sites, discounts at major retailers and attractions, ongoing training and fantastic career opportunities.*

bhlive

*Join our team*

## SWIMMING TEACHER

Location: South Coast, UK Salary: Up to £14.08 per hour, depending on experience

We are the south coast's leading operator of leisure and event venues and a social enterprise that designs and builds engaging experiences to inspire people and enrich lives.

Our vision of Creating Opportunities, Inspiring People and Enriching Lives represents the ambition of:

- Encouraging more people to take part in physical activity
- Attracting higher audiences through a diverse range of cultural artistic and community events
- Delivering economic benefit to the locations in which we operate by hosting major conferences, exhibitions and events

### **BH Live are actively recruiting for Swimming Teachers.**

Are you a high-energy, enthusiastic swimming teacher passionate about motivating our swim academy members to develop their swimming skills?

We are looking for engaged, dependable individual who will take responsibility for teaching our member's across BH Live leisure centres in Bournemouth, Poole and Portsmouth.

### **We are looking for:**

Qualified candidates who have an ASA Level 2 or hold a full STA swimming teacher qualification. Pay rate £14.08p per hour.

In addition we have the opportunity for unqualified teachers to join BH Live as Assistant Swimming Teachers. Pay rate £7.83p per hour.

### **Applicants must be:**

- Customer focused
- Have an excellent customer service manner
- Have superior communication skills
- Be a swimming fanatic who's always keen to improve and develop their skills

BH Live can offer you the opportunity to develop your career within the leisure sector, supporting the study of vocational and industry recognised qualifications\*

*BH Live is committed to safeguarding and promoting the welfare of children. Rigorous checks will be made of the successful applicant's background credentials, including an enhanced DBS (Police) check. The post requires a flexible approach to hours of work and to be generally available to work at any time, including evenings, weekends and Bank Holidays.*

We have casual positions available in Bournemouth, Poole and Portsmouth.

**Applications can be made by submitting your CV to: [recruitment@bhlive.org.uk](mailto:recruitment@bhlive.org.uk)**

For more information and to apply: [www.bhlive.org.uk/careers](http://www.bhlive.org.uk/careers)





**BVLGARI**  
HOTEL LONDON



Located in Knightsbridge on the edge of Hyde Park, The Bvlgari Hotel London is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrods department store.

## We are recruiting!

We are currently recruiting for a variety of roles to join our award winning luxury Spa. Based over two floors, our Spa comprises numerous treatment rooms offering a variety of specialist products and services, a Spa suite and a 25m swimming pool and adjoining vitality pool. We offer a competitive salary and benefits package

### Spa Sales and Reservationist

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

### Spa Attendant

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

### Senior/Spa Therapists

Spa Therapists are responsible for delivering exceptional treatments to guests of the spa, in line with ESPA and Hotel brand standards, whilst maintaining the excellent five-star client care, cleaning standards and grooming. Responsible for revenue generation through retail, up-selling and cross sales to other business centres in the spa.

**Did we mention the fabulous benefits we offer too? See below for just some of them...**

- Highly Competitive Salary
- Discount at selected Bulgari retail outlets
- Life Assurance
- Private Dental Insurance
- Service Charge
- My Bulgari Rewards Discount Scheme
- Private Health Insurance
- Group Personal Pension Plan

All our colleagues demonstrate our core values in the service they deliver... Radiance, Grace, Authenticity, Pure Presence, Integrity and Tradition of Excellence... is this you? If you think it is and you would like to join our team please send your CV and letter of application below.

**We look forward to hearing from you!**

For more information and to apply: <http://lei.sr/P4t8r>



## Bushey Grove Leisure Centre



# SPA MANAGER

**Location: Bushey, Hertfordshire    Salary: Circa £30,000 + Benefits**

InspireAll needs your help. We are opening a new destination Spa and Beauty Therapy facility within Bushey Grove Leisure Centre.

With over £2.2m worth of investments through 2018-19 you will be leading a team within the very best working environment.

Your role will be to build and manage a motivated team to deliver first class treatments, to maximise revenue, encourage repeat business, and as the business grows to recruit and train new staff.

A proven track record in Spa Management, a hands-on therapist trained to level 4, great people skills, an understanding of driving retail and achieving targets is essential, as is an exceptional work ethic and attention to detail.

You must be able to work on your own initiative, achieving a high standard of work whilst providing an excellent standard of customer service at all times. A major focus of this important role will be on driving revenue and profit and delivering exceptional customer service.

Innovation will be an exciting part of the role, working with the site management to be first to market with new products, treatments and experiences so we stand out from the crowd.

It would also include some shift work including some weekends and you will need to be hands-on manager of people, setting the standard in terms of work ethic and standards covering treatments from time to time as and when required.

We aim to open another spa based on the model created at Bushey at Furzefield Leisure Centre in June 2019.

### **Working for InspireAll your staff benefits will include:**

- A free leisure card, entitling you and your close family to use of facilities at our Centres for free or reduced fees.
- Discounted access to nursery places and other children's activities
- Pension Scheme
- Employee of the Quarter and Long Service Award schemes
- Excellent career progression and training opportunities

**For more information  
and to apply now:**  
<http://lei.sr/8y9t2>

## HOAR CROSS HALL



# Beauty Therapist

**Location: Hoar Cross, Staffordshire**  
**Competitive Salary and Commission**

**Do you recognize the importance of exceptional guest care and delivering quality treatments?**

**If you do, you could be the perfect person to join the highly regarded Beauty Therapy Team at Hoar Cross Hall.**

### **So who are we?**

Set in 50 acres of quintessential English countryside, Hoar Cross Hall Spa Hotel is a Grade II listed stately home retreat that pairs period style with modern luxury and attentive service. Far from imposing strict rules, regulations and regimes, the focus at Hoar Cross hall is on balancing the body and mind, restoring a sense of calm and promoting a general feeling of well being.

### **And who are we looking for?**

We are looking for candidates who are enthusiastic, dedicated and have a warm and caring personality to join our team. It's essential all applicants have NVQ level 2&3 or equivalent.

We expect the highest delivery of professional treatments and service to our guests with great attention to detail.

We offer you excellent opportunities and fantastic team member incentives along with full in house training with leading brands such as Elemis, Jessica, La sultane de Saba, Spa Find, Little Butterfly & Jennifer young.

### **If that wasn't enough we also offer a number of additional perks:**

- Simply Spa day per year
- Use of the spa and leisure facilities
- Lunch provided
- Free parking
- Uniform
- Christmas staff party
- Commission rates
- Incentives
- Friends and family discounts on spa packages
- Staff discount on spa packages
- Staff retail discount
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