

# leisure opportunities

5 - 18 March 2019 Issue 757

Your careers & recruitment partner

## Lanserhof medical gym set for London

The latest venture from German wellness operator, Lanserhof, is scheduled to open in May as part of the Arts Club in London.

Designed by Dusseldorf-based firm Ingenhoven Architects, the six-storey gym – situated opposite the club on Dover Market Street in Mayfair – will be the first facility of its kind to offer club members an MRI scan as part of its tailored training programme.

Members will also have access to additional personalised services and offerings such as cardiovascular screening, body metabolism analysis, and two physical therapy labs.

Other on-site amenities will include a café lounge, spa, studio rooms, and treatment rooms, including a cryotherapy chamber.

Speaking on the soon-to-open fitness space, Dr Christian Harisch, CEO of the Lanserhof group, commented:

"Lanserhof has a long-standing worldwide reputation and is recognised as the world's leading medical resort operator. We look forward to bringing



■ The Lanserhof at the Arts Club is scheduled to open its doors in May

this world-class knowledge to London and in partnership with The Arts Club, we will help members to lead a healthier, happier and more energetic, longer life."

Ingenhoven, which previously collaborated with Lanserhof to create medical spas in Germany and Austria, is also working on the brand's forthcoming property, on the island of Sylt in Germany.



**We look forward to bringing our concept to London**

Dr Christian Harisch



**FITNESS**

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**SPA & WELLNESS**

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Prince: "Yoga contributes to health and healing"

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## eGym names **Sir George Buckley** as chair – hints at possible initial public offering

**F**itness tech group eGym has appointed Sir George Buckley as its new chair.

Sir George's distinguished corporate career includes a stint as CEO of Brunswick Corporation, the parent company for a number of fitness equipment brands – including Life Fitness, Cybex, Hammer Strength, Scifit and Indoor Cycling.

Following his tenure at Brunswick, he steered US conglomerate 3M (famous for Post-it notes and Scotch tape) from 2005 to 2012. He was credited with increasing the market value of the company from US\$60bn to US\$150bn.

Sir George is currently chair of the \$13bn revenue industrial tool manufacturer



■ Sir George (right) with eGym founder Philipp Roesch-Schlenderer

**"eGym has a great opportunity to change the way people around the world perceive health"**

Stanley Black & Decker business and sits on the boards of soft drinks giant PepsiCo and tech firm Hitachi.

"We were looking for an experienced corporate leader who is very familiar with fast-growing companies and

can help guide us as we grow the company towards market leadership and possibly an IPO in a few years," said Philipp Roesch-Schlenderer, eGym co-founder and CEO.

"George has a stellar track record as the long-time CEO of 3M Corporation as well as a clear understanding of fitness technology and the importance of corporate fitness."

"With its unique products, eGym has a great opportunity to change the way people around the world perceive health," Sir George said.

"Philipp and his team have already done a great job and we can look forward to several additional new and exciting products that will change the lives of many people."

## **Jude Daunt** encourages guests to 'BHappy' with new retreat at Ramside Spa



■ Jude Daunt will teach guests techniques to help them feel more confident

**T**he spa at Ramside Hall Hotel in Durham, UK, has partnered with life coach and psychotherapist Jude Daunt to launch a two-day event designed to help attendees build their self-confidence.

Called the BHappy Retreat, the event takes place between 29 and 30 April and will feature a number of talks and workshops covering topics including self-confidence, self-care and self-acceptance. Hosted by Daunt, the talks will offer practical

**"Guests can get refocused and learn some skills and techniques that will really benefit them in the long term"**

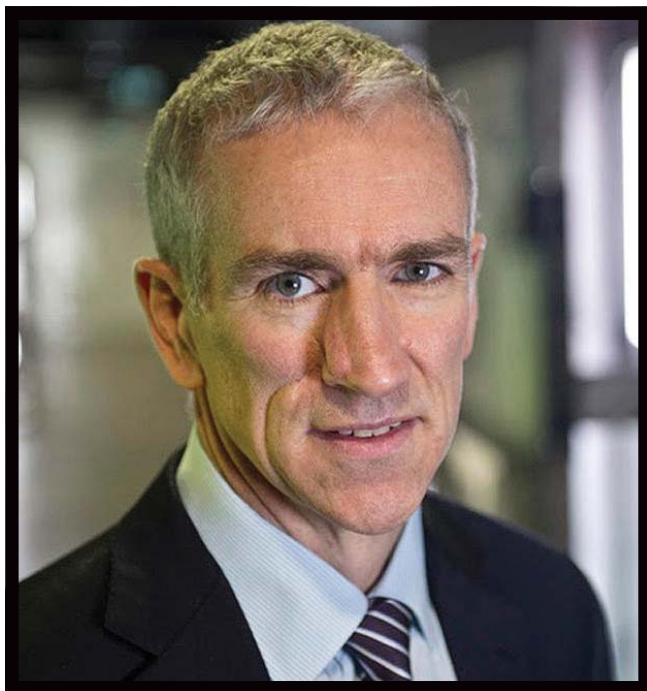
advice and techniques on how guests can change negative behaviours that are potentially holding them back.

Guests will also receive a 45-minute treatment of their choosing and will have access to the spa facilities, which include steam rooms, saunas, five pools and the spa garden.

In addition, Daunt is offering follow-up one-to-one coaching sessions after

the event, to ensure that guests have the support they need to stay on track.

Daunt said: "I'm delighted to be able to host the BHappy Retreat at Ramside. It's the perfect setting for two days of dedicated self-care where those attending can pause and allow themselves the time to clear their mind, get refocused and learn skills that will benefit them."



■ Darcey spent more than two years as CEO of News International

{ **"During my tenure, we will be focused on delivering the British Gymnastics strategic plan"** }

## Mike Darcey named chair of British Gymnastics

British Gymnastics has appointed Mike Darcey as its new chair, to replace the outgoing Matt Neville, who is stepping down after serving the maximum term of eight years.

Originally from New Zealand, Darcey was CEO of News International, publishers of *The Times*, the *Sunday Times* and the *Sun* newspapers, from 2013 to 2015.

Prior to that, he spent 15 years at Sky, initially as director of strategy, then as chief operating officer for six years.

Darcey played a prominent role in most of Sky's major strategic decisions and its commercial and regulatory dealings during this period.

This included the acquisition of major sports broadcast rights including the Premier League, Champions League, Formula One and others.

Before his corporate career, Darcey was a competitive gymnast in New Zealand and later a coach and judge.

"Gymnastics played a big part in my life growing up in New Zealand and it is exciting to think I am getting back involved at such an exciting time for British Gymnastics," Darcey said.

"During my tenure, we will be focused on delivering the British Gymnastics strategic plan; striving to meet the participation boom, ensuring sustainable medal-success, being a leading example of good governance and integrity.

# leisure opps

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■ A former civil servant, Boobier takes over from Ross Parker

## Circadian Trust appoints **Phil Boobier** as chair to replace **Ross Parker**

**N**ot-for-profit leisure operator Circadian Trust has named Phil Boobier as its new chair.

Boobier, a former civil servant with 40 years' of experience in the public sector, including roles across investment, project governance and accounting.

He takes over from outgoing chair Ross Parker, who has stepped down after just one year in the role. Parker is leaving due to accepting an opportunity overseas.

**"The trust has experienced considerable growth in the last few years"**

Boobier has been an independent director and chair of Sphere Leisure, the charity's commercial trading arm.

"Since joining the organisation five years ago, I've watched the Trust deepen its relationships within the community and inspire clients to adopt healthy lifestyles – both physically and mentally,"

Boobier said. "Circadian Trust has experienced considerable growth in the last few years and I am very much looking forward to continuing to support its future development."

Circadian Trust currently operates five lifestyle centres and one dual-use sports centre in partnership with South Gloucestershire Council.

## BH Live names **Chris Symons** as chief executive

**C**hris Symons, who has spent the past 18 years at leisure trust GLL, has been named chief executive of BH Live, a social enterprise which operates leisure facilities across the South of England.

Symons, who has held the role of director of development and partnerships at GLL since 2006, succeeds Peter Gunn, who led the formation of BH Live in 2010.

"It's a great time to be joining BH Live – an organisation with a fantastic reputation, great ethics and a clear purpose," said Symons, who will officially take up the role in April.

"BH Live is recognised as a leading operator of leisure and cultural venues



■ Symons will take up the new role in April 2019

**"I'm privileged to have been chosen to drive forward the ambitions of the Trust"**

on the south coast and I'm privileged to have been chosen to drive forward the ambitions of the Trust."

Since its launch, BH Live has seen participation in leisure and cultural activities at its sites increase from

two million attendances in 2011 to more than five million in 2018.

Turnover has risen from £20m (2010-11) to more than £42m (2017-18), and new partnerships with Portsmouth City Council and Croydon Council have expanded its reach.

Mike Wright, chair of BH Live, added: "We look forward to working with Chris who has an impressive record of accomplishments and leadership with more than 25 years' experience in delivering consistent performance, leading and securing business expansion."

Symons holds an executive MBA from Imperial College and is an alumni of the London Business School.



■ During his tenure at ukactive, Ward helped position the physical activity body as a driving force behind public health policy

## ukactive chief executive **Steven Ward** to step down

**S**teven Ward will step down from his role as ukactive CEO in April 2019, after more than 12 years with the organisation.

Ward is leaving to take up a role as chief transformation officer at Spanish fitness operator Inglesport, owner of the GoFit brand.

He first joined ukactive in 2006 as a policy intern, before rising through the ranks and taking a leadership position as executive director in 2015. He was named CEO in May 2017.

During his tenure, Ward helped position ukactive as a driving force behind public health policy and oversaw the publication of Blueprint for an

Active Britain in 2015. He was also instrumental in establishing ActiveLab, the world's first start-up accelerator programme for emerging fit-tech companies tackling physical inactivity.

The ukactive Board will now begin the process to appoint a new CEO and interim arrangements will be "confirmed shortly".

"It has been an honour and a pleasure to lead ukactive for the past four years," Ward said.

"I'm proud of the progress we've made; from the development of a world-class board to forming a uniquely talented team, and developing innovative ways to add value to our members and partners."

**"I'm proud of the progress we've made; from the development of a world-class board to forming a uniquely talented team"**

Steven Ward

## MEET THE TEAM

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# leisure opps

## MY CAREER

Leisure industry professionals share how they got to where they are today

### Emily Desborough

RETAIL ASSISTANT MANAGER

Aqua Sana at Center Parcs Longleat

{ This industry is so worthwhile. It takes a lot of skill and knowledge to be a good therapist. }

**E**mily Desborough has worked in the spa and leisure industries for the past five years.

She began her career as a beauty therapist for Aqua Sana and now works as a retail assistant manager for the company.



#### What changes would you like to see?

"I think there's a real issue of stereotyping, particularly where beauty therapists are concerned. Personally, I felt that people judged me for choosing to study beauty therapy over going to university. I think it's enough to prevent true talent from coming in, which is a real shame as this industry is so worthwhile. It takes a lot of skill, knowledge and training to be a good therapist."

#### Tell us about your career

"I started as a beauty therapist, which was my first full-time job in the spa industry, and worked my way up to retail senior therapist, where I was responsible for sales and learned more about the operations side of things. I really wanted to get more out of the company and wanted more responsibility so I took a secondment role as a treatment senior to further my knowledge of the industry, before becoming retail assistant manager, which is my current position. Working for Aqua Sana has opened up so many opportunities for me."

#### Why did you want to get into the industry?

"I started exploring the spa and beauty sectors after I finished school and I discovered I had a real passion for these industries more or less straight away. It's a very rewarding industry to work in. I really love the people focus. You meet so many people in this line of work, and you're not only their therapist you're their friend too. People come to us to relax and it's this side of things, the taking care of people, that really drew me in. I'm also really interested in the wellness side of things. There's so much that goes into being a therapist, there's so much to learn."

#### How can the industry address this issue?

"I think it's all about education. Part of my role is to go out and visit local colleges and schools to talk to the students. It's a part of my job that I absolutely love because I get to share my story with them and show them an alternative, that maybe they haven't even considered, outside of academia. The response has been amazing, especially when you explain all the routes they can go down. It's a fantastic initiative and one I think really makes a difference."



**HIRING NOW**  
See page 40

■ Desborough has worked with Aqua Sana for five years



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## EXERCISE REFERRALS

### UK's first referral accreditation launched

Bury St. Edmunds Leisure Centre in Suffolk has become the first facility in the UK to be awarded a new quality standard for exercise referral schemes.

The accreditation is the first of its kind and has been designed to encourage more GPs and health professionals to refer their patients to exercise programmes.

The initiative – Suffolk Exercise on Referral Quality Standard – was developed by Suffolk County Council's (SCC) public health team in partnership with leisure operators and quality management expert Right Directions; with input from GPs and health professionals.

Gill Twell, head of development at Right Directions, said: "The new module will allow facilities running referral schemes to challenge and check the suitability of the programmes they are running, analyse how they are using funding and demonstrate clear patient outputs.

"This 'rubber stamp' should also give operators the confidence to apply for further funding.

"It also means surgeries no longer need to find solutions to embed exercise themselves, they can simply refer patients to these facilities, certain they will receive a high standard of care."

[More: http://lei.sr/U4f8h\\_0](http://lei.sr/U4f8h_0)



■ The accreditation has been designed to encourage more GPs to refer patients to exercise programmes



**The module will allow facilities to check the suitability of programmes**

Gill Twell

## FRANCHISING

### Martial arts-focused HITIO signs first UK franchise deal

**The HITIO concept addresses a real gap in the market by targeting both adults and children**

Matthew Blair

Fitness operator HITIO Gym has signed its first franchise agreement in the UK.

The Norway-based chain, which combines a traditional gym and studio offering with combat sports training, has revealed plans to open its first club in South London in the summer of 2019.

The signing of the first UK franchise is part of the chain's plans to expand across Europe. It follows the announcement of inaugural clubs in Spain and Portugal, which are set to open in Q2 2019. HITIO has become one of the largest fitness chains in Norway, with 32 clubs nationwide.



■ HITIO is one of Norway's largest fitness chains

The group aims to open 400 clubs throughout the EMEA region over the next five years.

"The HITIO concept addresses a real gap in the market by targeting both adults and children," said Matthew Blair, director of BGB Fitness.

[More: http://lei.sr?a=z3n6D](http://lei.sr?a=z3n6D)



**BOUTIQUE FITNESS**

## MoreYoga opens Woolwich site, plans 25 more sites



**The London fitness scene is showing no signs of slowing down**

Samir Sidhu

Budget yoga chain MoreYoga has opened a studio in Woolwich, London.

The launch is the first of 25 planned openings for 2019 and will be followed by four more new sites by the end of March.

Three of the new studios will be standalone boutiques – in Balham, Hackney and Croydon – while one will be in partnership with leisure centre operator Everyone Active.

The deal with Everyone Active will see a MoreYoga-branded studio open at Westway Sports & Fitness Centre. It is part of a larger plan which will see MoreYoga open at least three more



■ The launch is the first of 25 planned for 2019

studios at Everyone Active-operated centres over the next six months – in Bayswater, Victoria and Elephant & Castle.

“The London fitness scene is showing no signs of slowing down, with more people wanting affordable and accessible fitness studios,” said Shamir Sidhu, CEO of MoreYoga.

[More: http://lei.sr/T6t9V\\_0](http://lei.sr/T6t9V_0)

**PARTNERSHIPS**

## Gympass secures Bannatyne deal extension

Corporate fitness sales specialist Gympass has secured a three-year extension to its deal with premium fitness operator Bannatyne.

The deal follows an initial 12-month partnership which saw a steady growth of gympass usage across the Bannatyne estate.

The number of Gympass-based memberships at Bannatyne clubs grew from 1,000 in December 2018 to 1,800 in January 2019 – representing a 77 uplift in revenue. The number of Bannatyne sites with Gympass usage also increased



■ Eamon Lloyd, Gympass head of partnerships (left) with Adrian Worsley, operations manager at Bannatyne



**Our relationship with Gympass has proven to be extremely successful over the past year**

Adrian Worsley

from 45 to 68 between December and January.

Figures provided by Gympass show that at one of the sites – Bannatyne Norwich – the number of Gympass users jumped from 41 in May 2018, before the partnership officially launched, to 228 in June 2018. The growth continued throughout 2018 to reach 343 members by December, with a further jump in January 2019 to 514.

[More: http://lei.sr/w3V3W\\_0](http://lei.sr/w3V3W_0)

## Strong by Zumba secures Lifesum partnership

Digital health giant Lifesum has signed a partnership deal with non-dance HIIT programme Strong by Zumba.

As a result, Strong by Zumba will become a chosen exercise activity within the Lifesum app, giving Lifesum's 35 million users entry to its network of fitness instructors and students.

Additionally, Strong by Zumba instructors will have unlimited access to the Lifesum app, and students will receive premium memberships at a special rate.

[More: http://lei.sr/E6C8w\\_0](http://lei.sr/E6C8w_0)

## WELLNESS

# Fruit and veg improve mental health

We've all heard the time-honoured aphorism "an apple a day keeps the doctor away", but new research suggests that our minds could be uniquely altered by our diet.

In a précis of their recent study, Professor Peter Howley and Dr Neel Ocean, economists at the University of Leeds, said that improving one's mental health could be as "as simple as eating an extra piece of fruit every day or having a salad with a meal".

Although the researchers denied that fruits and vegetables can serve as viable alternatives to medical treatments, they pointed to the chemical benefits of vitamins C and E – both of which have

been shown to reduce some types of depression-associated inflammation.

Their paper, which surveyed 40,000 participants from the UK Household Longitudinal Study was funded by the Global Food Security Resilience of the UK Food System Programme and published in the peer-reviewed journal Social Science and Medicine.

While the project team's results seem promising, it's important to remember that they are not definitive indicators of a causal link between the consumption of fruits and vegetables and mental wellness.

[More: http://lei.sr/Q9R6A\\_0](http://lei.sr/Q9R6A_0)



■ Fruit, berries and veg carry a number of beneficial vitamins



**The study pointed to the chemical benefits of vitamins C and E – both of which have been shown to reduce some types of depression-associated inflammation**

## RESEARCH

# HIIT better for weight loss than moderate exercise



**Interval training provided a greater total absolute fat mass (kg) reduction than moderate exercise**

High intensity interval training (HIIT) is a more effective way to lose weight than longer, more moderate forms of exercise.

That is the key finding of a study published in the British Journal of Sports Medicine, which looked at 36 studies involving more than 1,000 people.

The combined results from the studies suggested that those using HIIT lost 28.5 per cent more weight than those taking part in less intense forms of exercise.

The report's conclusion reads: "The present systematic review with meta-analysis showed that interval training



■ Those using HIIT lost 28.5 per cent more weight than those taking part in less intense forms of exercise

provides benefits similar to moderate-intensity continuous training (MOD) in total body fat percentage reduction.

"However, interval training provided a greater total absolute fat mass (kg) reduction than MOD."

[More: http://lei.sr/M5J2E\\_0](http://lei.sr/M5J2E_0)

# 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.***





# Ready to realise the full potential of the new PT Apprenticeship?

The new Personal Trainer apprenticeship standard, developed by CIMSPA in collaboration with its alliance of employers, education bodies and experts, represents a golden opportunity

**E**nabling fledgling PTs to combine their Level 3 knowledge with practical skills on the apprenticeship programme, it prepares them to start work with greater skills and confidence than might be expected of someone who has solely passed their Level 3 PT exams. Employers also gain from this as they see their apprentices develop and grow as they learn on the job.

## A word of warning

“We fully welcome the new PT apprenticeship standard but employers must be clear that it is designed to be combined with a Level 3 PT qualification and is not a replacement or alternative option,” says Steve Conopo, Head of Assessment Services at Active IQ. “The apprenticeship offers a practical and hands-on experience, but its true potential will only be realised if combined with the knowledge and skills gained from a Level 3 PT qualification,” believes Steve.

## Knowledge first

As one of the first approved End-point Assessment Organisations for the new Personal Trainer Apprenticeship, Active IQ knows better than most that the knowledge gained from the Level 3 PT qualification is essential for an apprentice to succeed in their assessment. The Active IQ Employer and Apprentice Tool Kits help both sides prepare fully to



■ New PT Apprenticeship: a golden opportunity for employers and learners

meet the expectations and demands of the End-point Assessment where a high degree of both knowledge and practical ability are pre-requisites for success.

To help facilitate this, Active IQ created a Level 3 Diploma in Personal Training designed to underpin the practical skills and behaviours of the new Apprenticeship standard. Offered free as part of its End-point Assessment package, it encourages employers and apprentices to approach their training the best way.

## Set for success

“Apprentices who understand the theory of their work before they start the practical apprenticeship programme have the best chance of success in their to the End point Assessment,” says Steve. “Furthermore, having followed the work-based learning model that combines in-depth knowledge with real-life experience, apprentices are best placed to build a successful career as they understand the complexities

of being a personal trainer by covering the real-life soft skills and business insight within their apprenticeship.”

## Work ready

By covering a comprehensive understanding of business, finance, sales and marketing, the apprenticeship also equips PTs to build and retain a stable client base. “These soft skills are sometimes lacking in people who have purely studied to Level 3 in a non-work environment,” says Steve. “By giving PTs a lifelike work environment with real clients, colleagues and genuine situations and challenges, the apprenticeship prepares them fully for the workplace.”

## FIND OUT MORE

Contact Steve Conopo at  
[apprenticeships@activeiq.co.uk](mailto:apprenticeships@activeiq.co.uk)  
or call 07747 020367

## ELITE SPORT

# Seven sports secure UK Sport funding

Seven sports will receive extra funding to support their plans for the Tokyo 2020 Olympic and Paralympic Games.

Basketball, sitting volleyball, baseball and wrestling will receive grants from the Aspiration Fund, while fencing, wheelchair fencing and boccia will receive additional investment as part of UK Sport's annual review process.

The £3m Aspiration Fund was launched in December 2018 and initially saw 14 Olympic and Paralympic sports receive investment to help support their ambitions for Tokyo 2020.

The decision to launch the new fund is widely seen as

a softening of the elite sport body's "no compromise" approach, under which only sports with an expectation of winning a medal at Olympic or Paralympic Games receive support.

Grants from the Aspiration Fund are capped at £500,000 for team sports and £275,000 for individual sports while they will run to the end of the Tokyo 2020 cycle.

"With the addition of basketball, sitting volleyball, baseball and wrestling, the Aspiration Fund investment will now reach a total of 18 sports ahead of Tokyo 2020," said Liz Nicholl, CEO of UK Sport.

[More: http://lei.sr/P6D6d\\_0](http://lei.sr/P6D6d_0)



■ Basketball was among the sports to benefit from extra funding



**The Aspiration Fund investment will now reach 18 sports**

Liz Nicholl

## SCHOOL SPORT

# Active Schools reaches record number of children



**The success of Active Schools is the result of strong local partnerships between Active Schools teams**

Mel Young

Latest figures from the Active Schools programme in Scotland show that the number of children taking part in the initiative increased by 5 per cent over the past 12 months – resulting in a record-breaking 309,000 young people getting active through the scheme.

Delivered in partnership between sportscotland and all of Scotland's 32 local authorities, Active Schools is designed to provide high-quality opportunities to take part in sport and physical activity before school, during lunchtime and after school. The total number of sessions organised under the



■ Sportscotland chair Mel Young (jumping) taking part in an Active Schools session

Active Schools programme increased to 7.3 million during 2017-18 – an uplift of 6 per cent on 2016-17.

Based on a network principle, the programme also has a focus on developing effective pathways between schools and sports clubs in the local community.

[More: http://lei.sr/p4C4z\\_0](http://lei.sr/p4C4z_0)

## SPECIAL POPULATIONS

### Sport England publishes dementia-friendly guide



**We want to transform the way the sector thinks about dementia**

Tim Hollingsworth

Sport England has partnered with the Alzheimer's Society to produce a dementia-friendly sport and physical activity guide.

The guide, funded by National Lottery money, aims to help the sports sector bring down barriers that prevent people who live with dementia from taking part in sport and physical activity.

There are more than 850,000 people living with the condition in the UK – many of whom say they experience barriers to taking part in activity.

These include having difficulties in navigating around sports facilities,



■ The guide aims to educate clubs about dementia

remembering how to use equipment at gyms and leisure centres and a lack of confidence in finding the right activities.

“We want to transform the way the sport and physical activity sector thinks, acts and talks about dementia – with every leisure centre and sports club equipped with the resources to meet the needs of those living with the condition,” said Sport England CEO Tim Hollingsworth.

[More: http://lei.sr/X7X9s\\_0](http://lei.sr/X7X9s_0)

## RESEARCH

### Physical activity saving NHS Wales £295m each year

NHS Wales benefited from an estimated cost saving of £295.17m during 2016-17, thanks to physical activity and sport lowering the need for people seeking medical help to lifestyle diseases.

The figure comes from research commissioned by Sport Wales and undertaken by the Sport Industry Research Centre at Sheffield Hallam University, which calculated that adults who participated in sport and exercise at moderate intensity decreased their risk of major illnesses by up to 30 per cent.

As well as the reduced treatment of illnesses, the



■ Regular exercisers are 30 per cent less likely to suffer from coronary heart disease, stroke, and dementia



**Sport can be used to tackle our biggest health challenges**

Rhodri Martin

report links the savings to the time spent in GP appointments and reduced pressures on front line NHS staff and services.

“What this report highlights is that some of the biggest challenges facing our health services can and clearly are being tackled through sport and physical activity and that we need to see more of it,” said Dr Rhodri Martin, Wales' first NHS consultant in sport.

[More: http://lei.sr/t5H4w\\_0](http://lei.sr/t5H4w_0)

### Saudi crown prince denies £3.8bn Man Utd takeover bid

Saudi Arabia's crown prince Mohammad bin Salman has denied he is planning to launch a takeover bid for English Premier League club Manchester United.

Reports in February suggested that bin Salman was looking to table a £3.8bn bid and take control of the club from its current owners, the Glazer family.

Officials denied the rumours, saying that Man U held a meeting with the Public Investment Fund (Saudi Arabia's sovereign wealth fund) to discuss sponsorship opportunities.

[More: http://lei.sr/c5a8F\\_0](http://lei.sr/c5a8F_0)



## Celebrating apprenticeships

**P**eople who truly understand the business they work for and are brought into the company's vision are key to its success. Therefore, I often wonder why the sport and physical activity sector doesn't fully utilise the funding available to train and recruit new people into their businesses and support those already employed.

### Embrace the opportunity

There is a huge opportunity for the sector to utilise apprenticeship funding to leverage talented and engaged young people into their businesses. At the peak in 2014-15 there were 15,000 apprentices. We should be aiming for 150,000! However, with policy changes transitioning from apprenticeship frameworks to standards, we have seen a slight decline, all be it for well documented reasons.

CIMSPA regularly hear fantastic things about the work apprentices do; they provide a fresh perspective and create a talent pipeline. It's proven they will be retained longer in your business and improve productivity.

### New qualifications

We're really pleased to be celebrating the great work of our apprentices this week as part of National Apprenticeships week and we're delighted to announce the Leisure Team Member apprenticeship standard is now available for delivery.

This apprenticeship provides a broad range of experience across several roles. Once completed they will have gained experience across the whole range of your business. They

will have proven their ability to work with customers and work as part of an effective team in running your facility. They will also have qualified as a gym instructor, lifeguard, swimming teacher and receive a first aid qualification.

This apprenticeship adds to the portfolio of apprenticeship standards already available for employers to access and apprentices to study.

We are seeing increasing numbers of people training as personal trainers, leisure duty managers, community activator coaches and community sport and health officers.

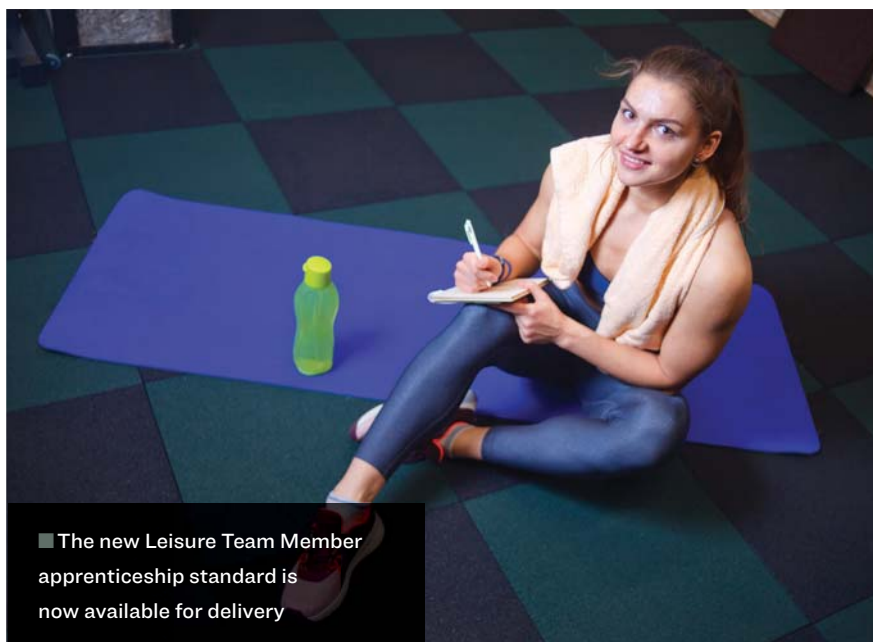
CIMSPA have been asked by the employers who developed the apprenticeships to be the quality assurance agency, we will ensure every apprentice has a fantastic experience and is assessed fairly. The CIMSPA team are here to help and are happy to find a quality assured training provider to support your apprentices. ●



■ Tara Dillon, chief executive of CIMSPA



There is a huge opportunity for the sector to utilise apprenticeship funding to leverage talented and engaged young people



■ The new Leisure Team Member apprenticeship standard is now available for delivery

# Swimming news

## TECHNOLOGY

### Everyone Active signs deal with Swim Smooth



**The deal will bring benefits and add value to our members**

Jacqui Tillman

Leisure operator Everyone Active will begin offering its members free access to a digital resource that will help develop their swimming skills.

The service is the result of a partnership with aquatic coaching company, Swim Smooth.

Swim-only members at Everyone Active-run centres will be given free access to the Swim Smooth Guru, a virtual coach that offers a wealth of online advice for swimmers of all abilities.

Designed for both beginners and competition-standard swimmers, the resource features step-by-step



■ The resource features step-by-step tutorials

technique tutorials, advice on defining and correcting faults in their strokes and video analysis of the techniques practised by some of the world's top athletes.

Jacqui Tillman, head of swimming at Everyone Active, said: "The partnership with Swim Smooth will bring benefits and add value to our swim-only members."

[More: http://lei.sr/M3h2c\\_0](http://lei.sr/M3h2c_0)

## TRAINING

### RLSS to create more diverse workforce

Water safety charity The Royal Life Saving Society UK (RLSS UK) has launched a new campaign which looks to create a more diverse workforce in lifeguarding.

With a focus on "attracting those who might not have previously considered lifeguarding as an option", the #BeaLifesaver campaign looks to address the issue with a new visual identity.

The campaign, which will include both digital and physical marketing drives, also looks to re-position the role of a lifeguard as a lifesaver.

"We often hear from our clients struggling to recruit lifeguards in certain areas of the country," said Jo Talbot, Director of RLSS UK.

"Our #BeaLifesaver campaign has been developed to help our clients make the most of the untapped workforce, right on their doorsteps – actively retired people, students, people with dependants or who can only work part-time.

"We see lifeguards as representatives of our wider community and the lifeguard workplace is one that is welcoming, inclusive and free from discrimination.

"The #BeaLifesaver marketing materials have been created to broaden the appeal of the role and support our clients in attracting a diverse range of applicants."

[More: http://lei.sr/A4k6K\\_0](http://lei.sr/A4k6K_0)



■ The campaign's marketing materials have been created to broaden the appeal of the role of lifeguards in the UK



**We see lifeguards as representatives of our wider community**

Jo Talbot

# I STARTED MY CAREER AS A LIFEGUARD...

IQL UK



**TRISTAN SMITH**  
MOUNTED POLICE OFFICER



**ANDY CARTER-WESTON**  
HART TEAM LEADER



**SIMON BLACKADDER**  
LEISURE CENTRE MANAGER



**CAROLINE PETER**  
ASSISTANT CHIEF CONSTABLE



**ANDY MARSH**  
CHIEF CONSTABLE

## #ISTARTEDASALIFEGUARD

“ I was looking for a job that could take me forward in my application for the police. I chose lifeguarding, and it was a fantastic decision – I was challenged, I had responsibility and I learnt invaluable lifesaving and people skills. ”

**TRISTAN SMITH,**  
MOUNTED POLICE OFFICER

“ The core First Aid skills I learnt as a lifeguard really helped me during the ambulance service assessment process. The life skills I learnt from dealing with emergency situations in the pool; being able to engage and talk with members of the public and make people feel at ease, have been vital in the job that I do today. ”

**ANDY CARTER-WESTON,**  
HART TEAM LEADER

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IQL UK





## NEW OPENING

# Homefield Grange opens £1.7m spa

Homefield Grange, a luxury health and wellness resort in Northamptonshire, has unveiled a new £1.7m 'natural wellness' spa.

Called the Living Well Spa, the new spa is spread across 3,500sq ft (325sq m) and was designed by Russell King, an architect and designer with the Butterscotch Design group.

Facilities include six treatment rooms, as well as a herbal sauna and Rasul, supplied by Dale Sauna, and a hydropool by Pools by Design. Treatment beds were supplied by Gharieni and Ionto Comed.

In addition to an extensive treatment menu, which boasts treatments from Decleor, Speiza Organics and Pevonia, the spa offers a number of

spa day packages, such as Gut Feelings, Age Perfect, Eat Well with Cancer, Healthy Menopause, The Secrets of Weight Loss and Mindful Me. The spa packages are designed to target, specific concerns, and leave guests restored.

Suzanne Peck, spa director & naturopath, said: "The concept of the spa is not just about pampering. Our thermal suite experiences have been designed to lower stress, ease aches and pains, reduce inflammation and assist heart health."

"An extensive treatment menu covers diagnostic, holistic and anti-ageing therapies. We want our clients to leave us feeling balanced."

**More:** [http://lei.sr/n9C4d\\_0](http://lei.sr/n9C4d_0)



■ The Living Well spa was designed by Russell King



**The concept isn't just about pampering**

Suzanne Peck

## INNOVATION

# 'Sleep wellness' at womb-like sanctuary in London



**We strive to be at the forefront of innovation**

Fabienne O'Neill

Craving a good night's rest? Hospitality company Cuckooz and bedroom furniture brand Simba have created the "Womb Room", a space that promotes REM sleep by simulating the prenatal experience.

The peach-coloured home away from home, which is part of Cuckooz's recently outfitted Zed Rooms – a series of serviced flats shaped to improve guests' wellbeing – was created by Studio Stilton and is located a stone's throw from Spitalfields Market.

In their description of the project, the designers said the Womb Room was



■ The Womb Room is located in Shoreditch

based both on "the most popular foetal sleeping position" and the "rib cage".

Co-founder of Cuckooz, Fabienne O'Neill, added: "We strive to be at the forefront of innovation within the hospitality sector and to push the boundaries when it comes to guest experience."

**More:** [http://lei.sr/T9U4t\\_0](http://lei.sr/T9U4t_0)

## PARTNERSHIPS

# Made for Life Organics launches at Cameron House



**To date we have trained more than 500 therapists in the UK**

Amanda Winwood

The Spa at Cameron House in Loch Lomond, Scotland, has expanded its treatment menu to include wellness rituals and products from Made for Life Organics.

Treatments on offer include the Hand on Heart, Catch the Breath and Soothe & Nurture rituals.

Combining rhythmic movements with 100 per cent natural products, the rituals are designed to ease tension, relieve stress and balance the mind, as well as restore and revive the skin.

Amanda Winwood, founder of Made for Life Organics, said: "We have been



■ Made for Life founder Amanda Winwood (fourth from right) with the spa team at Cameron House

working with spas and empowering them to confidently throw their spa doors wide open to anyone.

"This includes those suffering from depression, insomnia, stress, anxiety, and those who have previously been refused spa treatments because of a cancer diagnosis. To date we have trained over 500 therapists across the UK."

[More: http://lei.sr/x9Y1Z](http://lei.sr/x9Y1Z)

## WELLNESS

# Prince Charles says yoga and wellness could help the NHS

The UK's Prince Charles has said that yoga contributes to "health and healing" and can help "conserve precious and expensive health resources".

The comments were made in a written statement to the 2019 Yoga in Healthcare Conference – held for the first time this month at London's University of Westminster.

The Prince of Wales said: "For thousands of years, millions of people have experienced yoga's ability to improve their lives.

"The development of therapeutic, evidence-based yoga is, I believe, an excellent example of



■ The Prince says yoga contributes to health and healing



**For thousands of years, millions of people have experienced yoga's ability to improve their lives**

Prince of Wales

how yoga can contribute to health and healing.

"This not only benefits the individual, but also conserves precious and expensive health resources for others where and when they are most needed."

Prince Charles is an advocate of complementary medicine and therapies, and his charitable foundation recently announced a plan to fund yoga and meditation for prisoners.

[More: http://lei.sr/5P9X8\\_0](http://lei.sr/5P9X8_0)

# Elemis expands Superfood range

Elemis has expanded its Superfood range to include four new products, including a multi-use hydrating mist, a jelly exfoliator and two treatment masks.

The new products, which are billed as a "finely balanced skincare plan", combine concentrates extracted from nutrient-dense superfoods with active pre-biotics. The products will be incorporated into the brand's existing SuperFood Pro-Radiance treatment at its House of Elemis spa, as well as its partner spas, with its retail spaces offering a 15-minute 'Insta-Beauty' version.

[More: http://lei.sr/b1S6X](http://lei.sr/b1S6X)

## NEW OPENING

# Hard Rock to open hotel in London

Scheduled to open on 30 April – the Hard Rock Hotel London will feature a specialised "Rock Om" yoga experience with music-led meditations sessions, as well as the brand's trademark restaurant and shop.

Comprising 900 rooms, all of which were integrated into the still operating Cumberland Hotel in the West End, the new destination is the result of a collaboration between Hard Rock International and glh Hotels – the largest hotel operator in London.

Scott Brownrigg, the architecture practice in charge of the hotel's transformation, said their design not only took cues

from the Hard Rock's musical memorabilia but also incorporated certain abstractions.

In a description of their vision for the project, the architects said: "Our design concept is derived from the deconstruction of music and fashion – the layers that go into the creation of music, fashion, architecture, and art.

"This is embodied in the main central lounge bar with an abstract installation of the master disc dropping into the record player, whilst memorabilia is suspended from the walls amongst taut guitar strings on a 'larger-than-life' fretboard."

[More: http://lei.sr/H9Y6k\\_0](http://lei.sr/H9Y6k_0)



■ The hotel was designed by architects Scott Brownrigg



**Our design concept is derived from the deconstruction of music and fashion – the layers that go into the creation of music, fashion, architecture, and art.**

Scott Brownrigg Architects

## BOUTIQUE HOTEL

# Pig Hotels to open sixth property as part of expansion



**The hotel will feature a restaurant using produce sourced exclusively within a 25-mile radius of the property**

Pig Hotels group is preparing to open its sixth property near Canterbury in Kent.

Located in a Grade II\*-listed 17th-century former country club, the 29-bedroom Pig at Bridge Place is set to open its doors in May 2019.

As with the other Pig hotels, the property will feature a restaurant using produce sourced within a 25-mile radius of the hotel – with many ingredients grown locally at its "kitchen garden".

The Bridge Place opening is part of Pig's £30m expansion plans and will be the first of three new openings.



■ The hotel is located in a Grade II\*-listed building

The Pig at Harlyn Bay near Padstow in Cornwall is set to open in early 2020, while the Pig on the South Downs in Sussex will launch in Summer 2020.

Launched in 2009, Pig Hotels is a collection of small lifestyle hotels within two groups; Lime Wood Group and Home Grown Hotels.

[More: http://lei.sr/y6k9y\\_0](http://lei.sr/y6k9y_0)



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## HERITAGE

# HLF rebrands and reveals five-year plan

Major new changes to the way that Lottery money is distributed to UK heritage causes have been announced as part of a rebrand of the Heritage Lottery Fund and the unveiling of a new five-year plan.

The newly-named National Lottery Heritage Fund (NLHF) plans to distribute more than £1bn over that period, and a great proportion (80 per cent) of that money will be distributed by devolved committees in Scotland, Northern Ireland, Wales and three new English areas of North, Midlands & East, and London & South.

These changes follow consultation with more than

13,000 people, including National Lottery players and heritage organisations.

The result, says the NLHF, is a new approach and a new, simplified funding portfolio, which includes a major focus on nature, communities and ensuring everyone is able to enjoy heritage.

There will also be more support for sustainable approaches to tackling heritage in danger of being lost.

Ros Kerslake, chief executive officer of NLHF, said: "We'll be making more decisions on funding locally and focusing on the heritage that really matters to people."

[More: http://lei.sr/f5T3V\\_0](http://lei.sr/f5T3V_0)



■ Lottery funding for heritage projects in England will be made by three regional areas



**We will focus on the heritage that really matters to people**

Ros Kerslake

## REDEVELOPMENTS

# Science Centre revamp to increase visitor diversity



**We need to appeal to more people who hold a belief that science isn't for them**

Glasgow Science Centre spokesperson

Scotland's flagship science centre is looking to attract a more diverse group of visitors and get more people generally interested in science with a £4m refurbishment.

Included in the plans for the Glasgow Science Centre are a number of outdoor exhibit areas that will allow visitors to view artefacts and engage with science on the banks of the River Clyde.

Expected to complete by December 2021, the project will also include a new indoor hub, which will use smart screens to attract those who may not normally have an interest in science.



■ Plans include a number of outdoor exhibit areas

38 per cent of our visitors work in or study science. That tells us that we need to appeal to more people who hold a belief that science isn't for them," said a Glasgow Science Centre spokesperson.

"Too few of our visitors are age 64-plus and that's why we'll be doing more outreach programmes."

[More: http://lei.sr/M2W8c\\_0](http://lei.sr/M2W8c_0)



**MUSEUMS**

## World War 2 museum opens at London airfield



**Artefacts on display include objets that reflect the lives of those who worked at RAF Biggin Hill**

Spitfire aircraft and previously unpublished photos of World War 2 pilots and Winston Churchill have gone on public display at the newly-opened Biggin Hill War Memorial Museum in London.

The museum opened its doors yesterday with the aim of creating an environment where people can learn about the Battle of Britain and those who lost their lives in the conflict.

Other artefacts on display include objects that reflect the lives of those who worked at RAF Biggin Hill and those that reflect the personal



■ The historic airfield site is also home to St George's RAF Chapel of Remembrance

stories of service men and women that operated at the airfield.

RAF Biggin Hill is an airfield in South London that Winston Churchill called his "strongest link" during the Battle of Britain. Pilots from the airfield took down 1,400 Luftwaffe aircraft during World War 2.

[More: http://lei.sr/h3q4J\\_0](http://lei.sr/h3q4J_0)

**BREXIT**

## Arts Council in "no deal" Brexit advice for arts and culture

Arts Council England (ACE) has published a new guide to help arts and cultural organisations to prepare for a "no deal" Brexit.

The guide contains the latest relevant government advice in the event of the UK exiting from the European Union on 29 March 2019 without a withdrawal agreement in place – a prospect that grows closer with the heavy rejection of Prime Minister Theresa May's negotiated deal in the House of Commons.

Containing links to government notices and policy papers, the guide has a section for organisations that are, or



■ The guide provides advice for a 'no deal' eventuality



**It's important that cultural organisations are prepared for no deal**

Laura Dyer

expect to be, in receipt of EU funding through schemes such as Creative Europe, Horizon 2020, the European Social Fund, European Regional Development Funding and Erasmus+.

Laura Dyer, deputy chief executive for Places & Engagement at Arts Council England, said: "It's important that arts and cultural organisations are prepared for the possibility of a no deal."

[More: http://lei.sr/y9g3C\\_0](http://lei.sr/y9g3C_0)

## Alpamare waterpark lives on after creditor deal

Alpamare's waterpark in Scarborough, UK, has fended off the threat of legal action from creditors after it was able to secure a Company Voluntary Agreement (CVA) to meet its debt obligations.

The park, which only opened in 2016, is understood to owe around £2.8m to its landlord Benchmark Leisure, as well as more than £700,000 to energy supplier British Gas.

Among Alpamare's plans for continued operation are a new Wellness Spa, designed to "enhance its attractiveness to visitors".

[More: http://lei.sr/h9W7S\\_0](http://lei.sr/h9W7S_0)



# Making it work

The government has been keen to promote apprenticeships, seeing them as an ideal solution to upskilling the UK workforce. But are its efforts to make them more accessible having the opposite effect?



■ There were 94,000 fewer people participating in apprenticeships in 2017-18 than in 2016-17

In 2017, as part of its plans to create three million new apprenticeships by 2020, the government made radical changes to the way apprenticeships are funded. The changes were designed to make it easier for companies of all sizes to navigate and choose the apprenticeship training most suited to their needs.

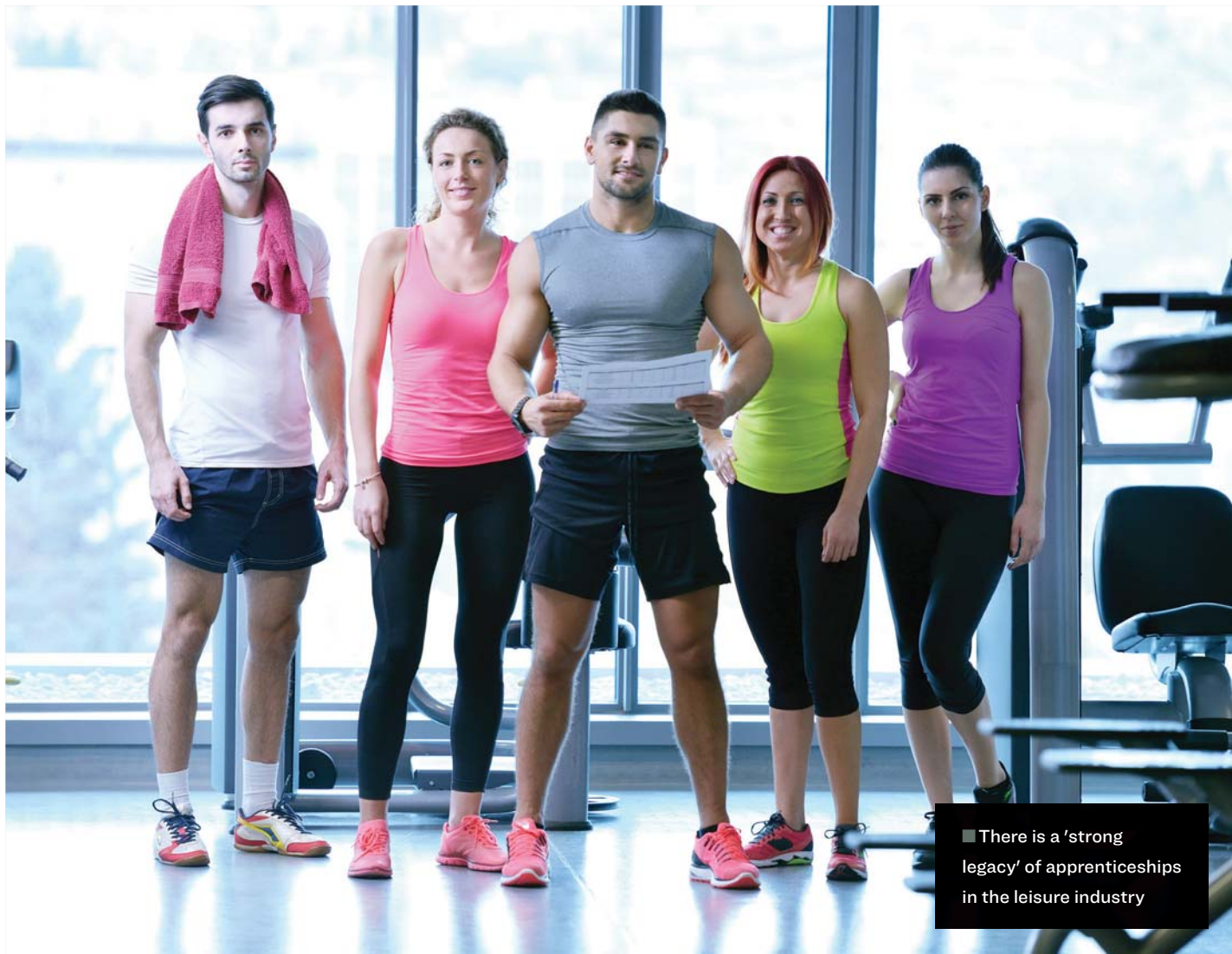
The biggest and most controversial change to the system was the introduction of an apprenticeship levy. In short, the levy requires all employers in the UK, with an annual wage bill of over £3m, to pay 0.5 per cent of their payroll towards funding apprenticeships. The money can then be claimed back to fund training for new or existing employees.

### DELIVERY ISSUES

The government's changes, however, have sadly had the opposite effect to the desired outcome. Since the levy was introduced, the number of people starting apprenticeships has fallen sharply.

The latest figures, published in February 2019, show that in 2017-18, there were 814,800 people participating in an apprenticeship in England, with 375,800 apprenticeship starts and 276,200 apprenticeship achievements.

The figure means that there were 119,100 fewer people entering apprenticeships in 2017-18 than in



“ We have heard the concerns about how the apprenticeship levy is working, so we’ve set out a series of measures to allow more flexibility ”

2016-17. Starts at intermediate level and by apprentices aged 25 and over were particularly affected. In total – covering ongoing programmes as well as those starting – there were 94,000 fewer people participating in an apprenticeship in 2017-18 than in 2016-17.

There are a number of reasons for the falls – including the rigid way in which the levy is administered and the prescriptive frameworks which do not always allow the shaping of the qualifications to deliver the desired results. Another is the added bureaucracy. In the 2018 CBI/Pearson Education & Skills Survey, 11 per cent of respondents cited the “slow pace of standards approval” as their biggest challenge in the apprenticeship levy’s first year.

In the leisure industry, issues have included the belated launch of the personal trainer apprenticeship (it took nearly three years for a government department to approve it), reduced funding for level 2 qualifications and the prioritisation of STEM (science, technology, engineering and maths) over other sectors – including leisure.

### FIXING IT

To its credit, the government has spent time trying to reform the apprenticeship system and to make the levy more flexible.

At the Conservative party conference in October 2018, chancellor Philip Hammond announced that big employers will be allowed to hand up to 25 per cent

of their apprenticeship levy funds to businesses within their supply chains. The move is supported by an extra £90m of government funding, while a further £5m was earmarked for the Institute for Apprenticeships to introduce new standards and update existing ones so that more courses can be offered.

“We’ve heard the concerns about how the levy is working, so we’ve set out a series of measures to allow more flexibility in how the levy is spent,” Hammond said. “But we know that we may need to do more to ensure that the levy supports the development of the skilled workforce our economy needs. So in addition to these new flexibilities, we will engage with business on our plans for the long term operation of the levy.”

## ► BUT IS IT ALL BAD?

Are the issues experienced since 2017 merely teething problems? And has the leisure industry escaped some of the troubles experienced by other sectors? What about the chancellor's corrective measures – will they have any effect? We asked two leaders of leisure training for their opinions.

### How have the government's changes changed the apprenticeship landscape? And has it been better or for worse?

■ **Matthew Robinson:** Overall, we see the changes as positive, with employers demanding a greater focus on the quality of delivery as well as the return on investment they see from training providers. As the core funding mechanism has changed, enforcing private capital investment in apprenticeships rather than purely government funding, a large shift has been seen in the devotion and strategic planning that businesses are placing in the design of apprenticeship programmes.

Educational reform in the creation of apprenticeship qualifications and the development of standards instead of frameworks are contributing to a much richer, deeper and fit for purpose landscape.

## ASKING THE EXPERTS



■ Matthew Robinson (left) is client engagement director at Lifetime Training and Steve Conopo (right) is head of assessment services at Active IQ.

A downside to this introduction has been the challenges around co-investment where non-levy paying employers (those with an annual pay bill of less than £3m) need to effectively pay 10 per cent towards the cost of training. This in itself has caused a significant reduction in the amount of non-levy SME businesses using apprenticeships to support their workforce – due to the clear impact on the bottom line.

■ **Steve Conopo:** It's taken a while, but things are starting to harmonise as more organisations are successfully adopting

these new standards. Some operators and training providers are finding it hard to let go of the previous programmes which saw training providers have more involvement in the assessment process.

There is a sense of nervousness among some training providers as they put their apprentices through the gateway pre-assessment process, but they have to do this and let the end-point assessors do their job.

### The target was to have 3 million additional apprenticeships by 2020 – but the number is falling. What went wrong?

■ **MR:** A key factor is that many employers who are now required to offer apprenticeships are new to the market place itself and are focussing their efforts on realigning internal training programmes to levy funded apprenticeship models.

Often, we find this is tailored towards management level roles and is utilised to incentivise talent and improve succession rates. This means that the population, and its associated figures, are smaller than if companies were to focus budgets and efforts on recruiting lower level apprenticeships at entry level – from outside in.



■ While numbers have fallen, there has been an increase in quality of apprenticeship qualifications





There's still work to be done and industry players are emitting some levels of frustration in the speed that standards are being created

Organisations, especially when investment is involved, are aiming to reduce costs, wastage and turnover or staff as well as products. Strategically businesses are deciding to direct their investment of levy funds into areas where turnover is less frequent, and more confidence can be placed with an employee being retained in the company. These trends have seen the demographic of apprenticeships skew towards higher skilled as well as older aged groups, combative reasons for the target not being hit. Although this could be perceived as a negative from a target perspective, positives can be gained from the increase in quality and accreditation of apprenticeship qualifications.

■ **SC:** We have seen some misalignment of the new standards with current job roles in the industry and there have been delays with trailblazer organisations getting new apprenticeship standards signed off by the Institute for Apprenticeships and Technical Education, so there are some roles that employers are wanting to train people in that are currently not available.

#### How has the leisure sector embraced apprenticeships since the changes were made?

■ **MR:** I believe the sector has always had a strong legacy of apprenticeships and embraced this element of the business ecosystem. Entities such as CIMSPA played a fundamental role in the development of unified standards and qualifications which has transformed how apprentices are upskilled and prepared for the industry. Without the work of industry bodies, government intervention would have come with several more challenging hurdles to overcome.

There is still work to be done and industry players are emitting some levels of frustration in the speed that fit for purpose standards are being created, with demands for more resources to be allocated to standards development in a timely manner.

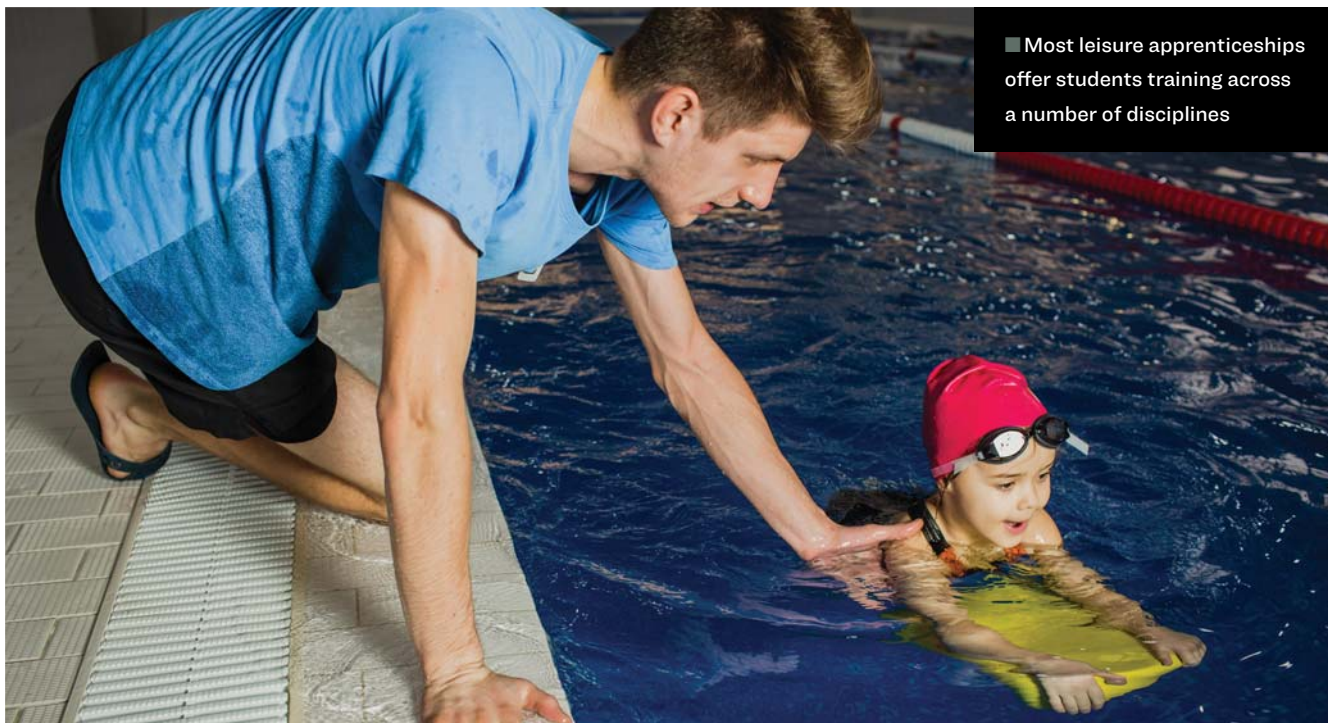
■ **SC:** By and large they have embraced apprenticeships, but we have had teething problems. There are discrepancies and imbalances over some of the funding where you can have a course that is funded to the tune of £5,000 and has four

mandated qualifications and another that is funded to £6,000 with no mandated qualifications! The cost to deliver mandated qualifications is greater so the price should reflect the workload involved.

#### Has the levy made a difference in the volume/quality of apprenticeships in leisure?

■ **MR:** We have seen a much smaller difference in volume and quality of apprenticeships in larger levy paying employers than we have with SMEs. The biggest differences have been seen in sectors where standards are fully developed and accredited – and we are seeing better quality apprenticeship programmes being delivered than we have ever seen before.

■ **SC:** Anecdotally there has been less uptake and I would hypothesise that smaller training providers may be averse to the potential cost of apprenticeship delivery with the co-investment that is required. However, the government is decreasing that level of co-investment from 10 per cent to 5 per cent, which is good news now for SMEs.



■ Most leisure apprenticeships offer students training across a number of disciplines

## Will Philip Hammond's "shake up" have any effect on leisure?

■ **MR:** Although I see this as a positive step overall, I don't think this will necessarily impact the leisure industry. The 25 per cent transfer is actually complex to execute, and many SME employers currently don't have a digital account to transfer the funds to.

This step is positive though, as employers in the sector that are able to collaborate with large out of sector organisations or supply chain partners have scope to benefit through a transfer, however this will be fairly isolated.

■ **SC:** We will know more on this from April onwards, however the process may be too complex to have an effect. If it was simpler, I think uptake could be higher as, essentially, it's a sound idea to transfer levy funding from organisations that won't spend it all to those who will.

## The PT Apprenticeship Standard was approved in August.

### How important is it for the sector to have a dedicated PT apprenticeship like this one?

■ **MR:** It is of paramount importance that every vocational area is catered



It's important to ensure qualified PTs enter our sector with the necessary soft skills and ability

for including personal training. To continue to attract talent to the sector there must be clear career pathways aligned to job roles, with obvious routes for development. I think the standard offers a great opportunity to develop high quality personal trainers on a consistent basis, opposed to shorter termed "fast track" models which have become prevalent over recent years.

■ **SC:** It's massively important to ensure qualified PTs enter and remain in our industry with the necessary soft skills and technical ability. Most employers have taken on qualified PTs but the potential to develop their own talent, working with apprentices to shape them to suit the operator's need, is huge.

## What's your advice for those looking to secure a PT Apprenticeship?

■ **MR:** When looking to secure personal training apprenticeships be confident and diligent in your search and find businesses who provide a contract of employment for their apprentices, ensuring you are actually employed by the business. This in turn means that the training and development will be fit for purpose and aligned to the business' requirements.

■ **SC:** First, study your Level 2 Gym Instructor qualification to gain insight and experience. Having done Level 2, Level 3 is much more accessible and the pathway is easier. Then seek to study your Level 3 PT qualification as part of the apprenticeship – such as our diploma which is tailored to help PTs manage the apprenticeship programme more effectively.

The fact is, employers would be reluctant to let apprentices work with clients until they have their Level 3. Given that the apprenticeship has a strong emphasis on practical skills, it's far better to be able to hone these in the gym environment. So my advice is to get Level 2, then take on our Level 3 PT Diploma alongside the more practical, hands-on real life skills needed in the apprenticeship.





## CASE STUDY: HITZ

# Delivering apprentices

### What is HITZ?

Launched in 2009, HITZ is Premiership Rugby's flagship education and employability programme which uses rugby's core values of teamwork, respect, enjoyment, discipline and sportsmanship to support 14-24-year-olds not in education, training or employment (NEET).

It provides participants with a safe environment in which to use sport as a platform to get their lives back on track and transition back into education, training or employment.

It is underpinned by the HITZ Learning Academy (HLA), which allows learners to achieve vital maths, English and BTEC qualifications – delivered in partnership with education providers

Creative Sport and Leisure and SCL Education and Training. The programme also provides valuable work experience opportunities and employer-led sessions to equip participants with employability skills to create a pathway into employment and apprenticeships.

### How is it delivered?

HITZ is delivered across England by the community teams of Premiership Rugby's 13 member clubs. Each club has a dedicated HITZ officer, who oversees both recruiting new participants to the programme and its overall delivery.

### What are the numbers?

HITZ has engaged with more than 14,000 young people since its inception – 84 per cent have completed the learning academy and 81 per cent have progressed on to education, training or employment.

### How does it help participants secure apprenticeships?

HITZ Officers will actively help participants to find relevant apprenticeship opportunities both online and through their local network. They then work with participants to craft their CVs and prepare for interviews, as well providing a reference.



■ Jade Whale, Bath Rugby

## SUCCESS STORIES

■ **Jade Whale** (Bath Rugby) – 16-year-old Jade came to HITZ with one GCSE and no career path or any affiliation to rugby. HITZ helped her achieve an English qualification and discover a love for rugby, signing up to play for the Bath Rugby Ladies team. She was provided a full-time apprenticeship at the Bath Rugby Foundation, coaching mixed-ability community teams.

■ **Liam Duffy** (Worcester Warriors) – 19-year-old Liam previously suffered with anxiety and low confidence, of which negatively impacted his social wellbeing and GCSE completion. After being referred to HITZ, Liam was exposed to various sporting and enrichment activities which changed his life. Liam gained several qualifications and his hard work was rewarded when Worcester Warriors offered Liam a full-time apprenticeship with their Community Foundation.



■ HITZ is delivered across England by the 13 Premiership rugby clubs





# Apprentice voices

*Leisure Opportunities* spoke to apprentices to find out their views and experiences.

### Leon Lloyd

CEO

Switch The Play



#### How long will your apprenticeship take?

It's a 2-year course – and I'm halfway through.

#### What does your current role entail?

Switch the Play is a social enterprise that works with sports organisations and individual athletes, equipping them with the confidence and skills required to transition from elite and professional sport into other careers. As CEO I drive the strategy and direction of the company as defined by the directors. I'm also doing an MBA at Manchester Metropolitan University as part of a degree apprenticeship.

#### What attracted you to take up an apprenticeship?

I left school at 16 to sign a professional rugby contract and worked full time as an elite athlete. Unfortunately, an injury cut my career short and I quickly had to re-think my career plan. I started studying again and in 2017 I completed an undergraduate degree in business leadership and management. The MBA programme is enabling me to further my studies and learn skills that can be applied directly to my role at Switch to Play.

#### Has the apprenticeship been what you expected?

I had expected the MBA to be very challenging and something that would stretch me and take me out of my comfort zone – and I was correct.

#### What has been the most positive aspect of your apprentice?

Learning key skills I can apply to my current role and implement in my organisation: I'm not learning things I 'might' need in the future.

#### And the most negative?

As I'm not a full-time student it's difficult to get the feeling of belonging to the university, which can limit peer learning and limits opportunities for feedback.

#### What would your message be to people considering an apprenticeship?

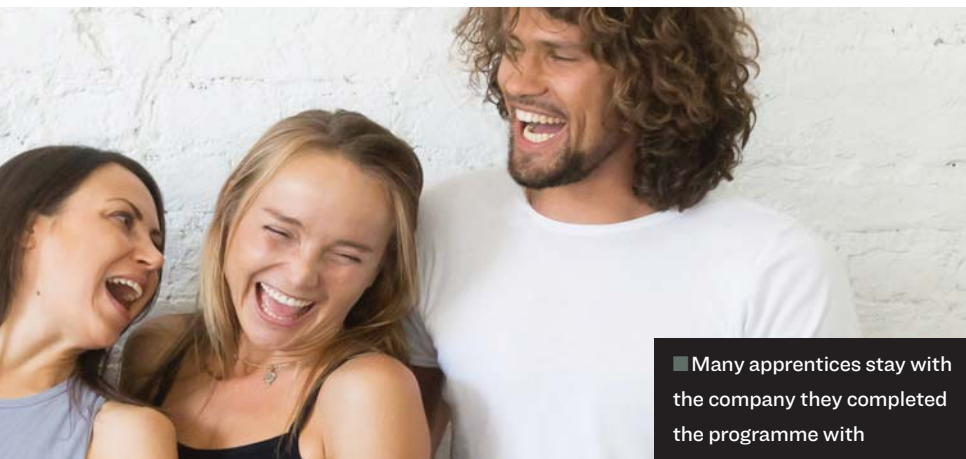
It's the most practical way of developing yourself, while learning on the job and minimising the debt associated with typical degree learning.

### Alex Winney

Magna Vitae Trust



Alex Winney, 17, is five months into a year long apprenticeship at the Meridian Leisure Centre in Louth, Lincolnshire – which is operated by the Magna Vitae Trust. As a result, he is earning while he learns and has embarked on his Lifeguarding qualifications as well as the course required to progress to a Level 2 gym instructor. "I am much happier now – for me further education was not the way forward," he says. Winney left his A level studies in sport and geography after a year. With his parents' support, he got his CV together and landed the apprenticeship at Meridian. He now hopes to have passed his Level 2 and Level 3 PT courses by the end of his year long apprenticeship, providing him with the skills he needs to move on with his career.



■ Many apprentices stay with the company they completed the programme with

## Carly Andrews

### Swim Teacher Apprentice

Circadian Trust

#### What is your current role and what does it entail?

I'm a Level 2 swimming teacher apprentice, but my role doesn't just entail teaching swimming. I'm also a trained and qualified leisure assistant and a customer service assistant.

#### What attracted you to taking up an apprenticeship?

I love working with children and love sports so working in the leisure industry doing various jobs seemed perfect. I also do a lot of water



activities – including open water swimming.

#### Has being an apprentice been what you expected?

Yes and more. I've met some incredible people and have already learnt so much.

#### What has been the most positive aspect of your apprenticeship?

The most positive aspect would be learning all the new skills and talents that all the different roles have to offer.

#### Are you hoping to secure a permanent job at your current company?

Yes, that is my goal!

## Ryan Laporte

### Fitness Instructor

Parkwood Leisure

#### What does your current role entail?

I instruct and engage people on how to exercise whether that's creating programmes, correcting technique, or teaching new exercises.

#### What attracted you to taking up an apprenticeship?

I wanted to get into fitness but couldn't afford the training course. I saw the fitness apprenticeship advertised at Rushcliffe Arena and thought it was a great way in to the industry.



#### Was your plan always to try and secure a permanent job at the company?

Yes – I was delighted when I was offered a full time gym instructor role after completing the apprenticeship.

#### What was the most positive aspect of your apprenticeship?

The staff were very welcoming and made me feel part of the team from day one. This was really encouraging and helped me settle in straight away.

#### And the most negative?

Honestly - nothing! It's been a great experience!

## Jack McIlquham

### Sales and Business Development Officer

STA



#### Could you describe your apprenticeship?

I started with the STA in June 2015 when I was 17. My apprenticeship was with Walsall College and it was relatively stress free, STA offered me enough support to ensure that I completed the qualification to the best of my ability while still learning on the job. When I started at the STA I worked in the courses department as a customer services advisor, I then went on to work for STA Excel where I organised various Swimming Teaching Lifesaving first aid and pool plant courses for businesses across the UK and internationally.

#### You also trained as a swimming teacher with STA?

Yes, STA offered me the opportunity to do that. As I came from a swimming background, I decided it would be a good idea for me to complete the training as not only did it help me with my job but it also gave me the opportunity to earn some extra money on the side. It was brilliant – the tutor was very experienced and the course was very well structured. Even after having no teaching experience prior, I was confident that I could go out and deliver high quality lessons straight away.

#### Would you recommend others to do an apprenticeship?

Being an apprentice has given me the opportunity to gain lots of different qualifications while also gaining vital experience in the working world. Earning money while completing qualifications is a huge advantage of apprenticeships schemes.

## ► Apprenticeship special - Case studies

### James Webb

Business Support &  
Projects Assistant  
Everybody Sport



#### What does your current role entail?

Supporting all areas of the corporate service, implementing new products and services, data analytics and project support.

#### Was the apprenticeship what you expected?

The work I was doing day-to-day was as I expected. However, what did surprise me was the level of opportunity I was given early on. As a result of being willing and showing that I am keen to develop, I was given more and more opportunities and the responsibility I wanted.

#### What was the most positive aspect of your apprenticeship?

I was able to get involved in so much across the company – sometimes as a business need but sometimes just to allow me to develop and learn.

#### And the most negative?

Other people's perception of what an 'apprentice' does. Unfortunately, when you say you are an apprentice, many people assume you don't get to do much at work and you couldn't have gone to university. That, for me, wasn't true and those that worked around me knew that. I do believe the perception of apprenticeships is getting better.

#### How would you promote apprenticeships to young people?

I would highlight the opportunities you are given during work that you just can't get access to in a classroom.

### Beth Woods

Senior Lifeguard  
Places Leisure



#### What does your current role entail?

My responsibilities include everything from placing and dealing with orders, running the team of lifeguards on duty and providing tours to potential customers to dealing with customer queries and complaints. I also cover the duty managers when they are off, running the centre as a whole.

#### What attracted you to taking up an apprenticeship?

I liked the idea of being trained in a number of different job roles. I had always wanted to teach children and it was a nice entry point for me. Gaining real work experience while working towards a qualification, while getting paid, was something that I liked the idea of.

#### Had you completed any other education prior to the apprenticeship?

I had completed my GCSEs and had recently finished my A Levels at sixth form. I then entered straight into my apprenticeship.

#### Was your plan always to try and secure a permanent job at the company?

When I started I wasn't sure what I wanted at the end of it! As time went on, however, I really enjoyed what I was doing and I wanted to secure a full-time lifeguard job.

#### What would your message be to people considering apprenticeships?

Apprenticeships are a brilliant way to receive an education while getting paid. My apprenticeship made me the individual I am today and I gained so much self confidence.

### Brienne Evans

Swim teacher apprentice  
GLL



#### What is your apprenticeship role, your main responsibilities and workplace duties?

I'm a swim teacher apprentice, a new scheme introduced at GLL's White Horse Leisure Centre. At the start of my apprenticeship I was much more operationally based and shadowed more experienced swimming instructors. My first achievement was the National Pool Lifeguard Qualification. This meant that I could also support the recreation assistants with their daily responsibilities.

As I started to gain swimming qualifications my swimming teaching hours increased and my recreation assistant hours reduced. This was the stage when I really

started to enjoy my job and wanted to learn more.

Once I completed the level 2 instructor course I started leading lessons for local schools. I was teaching eight schools a week in conjunction with my regular classes. These classes started to grow and I was teaching over 430 children a week how to swim. This was a great responsibility and I felt a sense of achievement.

#### What attracted you to undertake an apprenticeship?

The Swim Teacher Apprenticeship appealed to me mainly because I'd realised that my preferred learning style was much more practical than academic. Perhaps this was the reason why I disliked college, as it was very desk based and it was only the practical elements that I found interesting.





■ Most apprentices list getting paid while learning as the biggest benefit

## William Maguru

### School Sports Apprentice

SCL

#### What is your current role and what does it entail?

I am currently completing the SCL Level 3 PE & School Sports Apprenticeship. It involves coaching, alongside learning about different areas of the company, providing me with the opportunity to progress into a career in sport.

#### What has been the most positive aspect of your apprenticeship?

Getting paid while learning and having kind regional managers.



#### And the most negative?

At the start of my apprenticeship, when I didn't drive, the negative was that I thought I would be working at venues far away. Luckily, our managers are very thoughtful, so they put me close to home.

#### Are you hoping to secure a permanent job at your current company?

Yes – I'm hoping to secure a permanent, full-time job and for my SCL career to grow so I can develop in my role. I've seen my career and skills grow already over the past months.

## Izabela Rumianceva

### Edinburgh Leisure

Catering Team Leader

#### What does your current role entail?

I lead the catering team to ensure the day to day delivery of excellent customer service. I am responsible for all aspects of catering for the front of house areas.

#### Was your plan to secure a permanent job at the company?

Yes, it was. It's a great place to work and develop your skills.



#### What was, for you, the most positive aspect of your apprenticeship?

The new challenges as I progressed and the opportunity to improve my skills and gain experience.

#### Do you think there should be more emphasis placed on apprenticeships?

I think it's quite balanced at the moment. If someone has an aspiration to develop, apprenticeships offer the option to do so. Edinburgh Leisure, for example, offers a huge range of courses and training.

## Jo Jo Levinson

### Marketing

### Assistant

Mytime Active



#### What does your current role entail?

It's a role full of variety. I support the marketing manager and am involved at all levels of driving marketing campaigns, while turning my hand to a multitude of tasks.

#### What attracted you to taking up an apprenticeship?

After being a single parent for many years and working in jobs that fitted in with the school run and holidays, I wanted to secure a long-term career and be free from benefits.

#### Had you completed any other education before the apprenticeship?

I was a mature apprentice at the age of 45 and had completed various courses as a mature student, but it was proving difficult to access work on the back of my qualifications alone. I realised I would need to try something else. Initially I was a little concerned that I might not be taken seriously when applying for an apprenticeship, as I wasn't sure if they were only for younger people, but I went for it anyway.

#### What was the most positive aspect of your apprenticeship?

Being in a real work environment for a year and being able to gain hands-on experience, while demonstrating my ability, which has led to a career.

#### Should there be more of an emphasis on apprenticeships?

I feel a lot of different people would benefit from an apprenticeship and the option should be visible and accessible for all ages – and promoted across the board. ●



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No specific qualifications are required for this role as full training will be provided.

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**Should you wish to apply, please complete an application form and return to Human Resources at [hrvacancies@girlguiding.org.uk](mailto:hrvacancies@girlguiding.org.uk). For a full job description, please visit <https://www.girlguiding.org.uk/about-us/jobs-at-girlguiding/vacancies/>**

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Lease available for up to 25 years.

**The closing date for offers is:  
Monday 1 April 2019 (12 noon)**

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**Closing Date: 29th March 2019.**

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**Location:** Princes Risborough, UK

**Salary:** c£25,000 OTE £32,000 uncapped

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- Achievement of the company set targets
- Qualifying and generating interest through a pro-active outreach
- Providing product demonstrations and quotations
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### About you:

Confident and hungry for success, to be considered for this role, you'll have the following skills and experience:

- Excellent listening, communication and probing skills to identify requirements and levers
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**Nottingham**  
**City Council**

# Commercial Marketing Lead

**Salary: £28,221 Location: Loxley House, Nottingham**

**Closing Date: 3rd March 2019**

**We're looking for a creative, target-driven, commercial marketer who specialises in digital marketing and has experience in delivering customer acquisition campaigns and activity to support membership retention.**

Ideally you will have a background of working within the fitness/leisure industry or have worked as part of a customer-focussed marketing team in a sales-driven environment.

You will have hands-on experience planning, executing and evaluating integrated campaigns.

In a nutshell, you will work collaboratively with key colleagues across the Leisure service, the marketing team and external agencies and freelancers to deliver always-on marketing activity to drive performance against the business

plan objectives of our three main Active Nottingham brands across 8 centres – Flexible Fitness, Nottingham Swim School and Play Tennis.

You will work on overarching digital transformation projects to improve customer experience, drive efficiencies and increase revenue such as the on-going development of the Active Nottingham website and app.

So, if you are a hands-on marketer, have strong digital skills (particularly with websites, social media and content), you are someone who works collaboratively, enjoys working in a target-driven environment and constantly strives for improvement, we would love to hear from you.

**For informal enquiries please contact Dan Eyre (Marketing & Communications Manager, Sport and Culture), Tel: 0115 8764944 Email: [daniel.eyre@nottinghamcity.gov.uk](mailto:daniel.eyre@nottinghamcity.gov.uk)**

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We provide regular, comprehensive training and offer career development opportunities, along with a fantastic package, including full membership of the Club. In return we ask that you are enthusiastic, positive and outgoing but most importantly, have a passion for excellent customer service and a keen eye for detail.

You must hold a minimum of a Level 2 Fitness Instructor qualification. You will be required to hold or achieve a NPLQ or equivalent pool lifeguard qualification, although full training will be provided for the right candidate.

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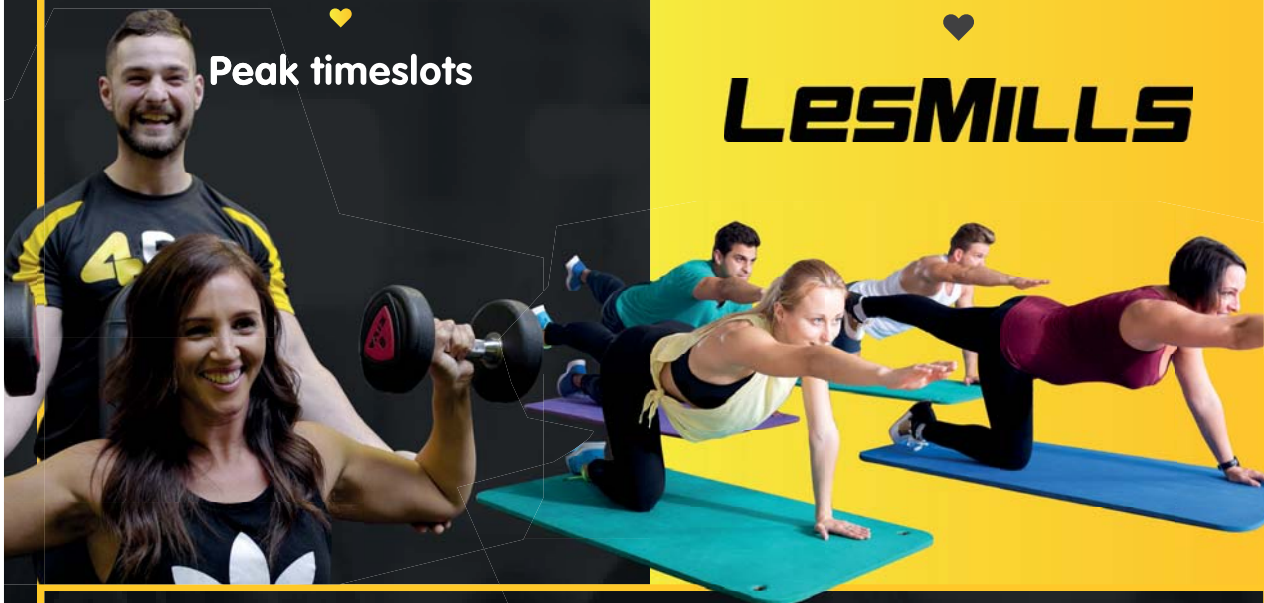
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**Ref: 07-1247**

Slough Borough Council has an exciting opportunity for a highly motivated individual to join our leisure and parks services team. You will need experience and excellent skills in contract management and procurement, preferably in a leisure environment.

The Council has adopted a five-year strategy for leisure, which aims to get Slough residents more active, more often by providing the very best leisure opportunities. The Council is committed to an extensive programme of improvements to its leisure facilities, a borough wide programme of physical activity and sports for all ages, working with our leisure provider, Everyone Active, to ensure local people get the very best leisure offer in our new leisure facilities and parks and open spaces.

The post of leisure development and client manager will play a key role in assisting the Council to achieve its strategic approach to leisure services aiming to reduce levels of inactivity, working with key stakeholders and partners across the town.

For an informal discussion about the post please contact Alison Hibbert, Leisure Services Manager. Tel: 01753 875896.

Apply for this job online at [www.slough.gov.uk/jobs](http://www.slough.gov.uk/jobs)

Alternatively email [recruitment@slough.gov.uk](mailto:recruitment@slough.gov.uk) or call our 24-hour message line on 01753 875074 for a pack, outlining the reference number above. Minicom service on 01753 875030.

**Closing date for applications: Thursday 14th March 2019 at 5.00pm**  
**Interviews will be held week beginning 25th March 2019**

*We value diversity.*

**APPLY NOW: <http://lei.sr/8v0X5>**



# Lifeguard/Sports Operations Assistant

## SPORTS & FITNESS

£17,408 - £18,688 per annum

University of Warwick, Coventry

7 x Permanent, Full-Time Positions Available

**The University of Warwick** is one of the leading Universities in the country, consistently in the top 10 of UK league tables and rapidly climbing the international rankings of world-class universities, recently moving into the top 50 worldwide.

The University is currently investing in excess of £45 million in new sport facilities to include a Sport and Wellness Hub which is due to open in spring 2019. As part of this investment the University also has a vision of becoming "the most physically active campus community in the UK by 2020".

Warwick Sport are now looking to appoint Lifeguard/Operation Assistants to promote the University of Warwick's vision and strategic aims, and to ensure all pool users are safe, to offer a helpful, & friendly service to all customers whilst recommending greater products and services available as we transition from our current centre into our new sport hub, these facilities will include:

- ▶ 25m, 12 lane swimming pool with submersible boom, moveable floor
- ▶ 230 station gym with Technogym high-tech cardiovascular and weight resistant stations
- ▶ 706sqm of climbing surface, varying from 15m height to 7.975m at its lowest point, with auto-belays, 5m overhang from vertical at 30 degrees and two types of wall texture
- ▶ 12 court and separate 4 court sports halls, configured for a range of sports to be played to an elite standard
- ▶ Six new glass back premier league-standard squash courts, with seating for 91, for use by clubs or individuals

The criteria to complete a Nation Pool Lifeguard Qualification is as follows:

- ▶ Be able to Swim 50 metres in less than 60 seconds
- ▶ Be able to Swim 100 metres continuously on front and back in deep water
- ▶ Be able to Tread water for 30 seconds
- ▶ Be able to Surface dive to the floor of the pool
- ▶ Be able to Climb out of pool unaided without ladder/steps and where the pool design permits

Training and guidance can be given should the successful candidate not have a current valid NPLQ. Lifeguard/Sports Operations Assistant cover will be required during the following hours, working a 3 week shift pattern: Monday to Friday from 05:30 through to 23:30, Saturday and Sunday 06:45 through to 20:30 (Annualised Hours)  
To apply online please visit our website below. Minicom users: 024 7615 0554

**CLOSING DATE: 20 MARCH 2019**

*The University Values Diversity*

**Apply now: <http://lei.sr/004Q3>**

# REGIONAL EVENTS MANAGER



**Location: Enfield, Middlesex / North London**

**Salary: £40k basic + £10k performance related bonus paid quarterly**

Vibrant Partnerships is a dynamic organisation driven by our passion for sport, leisure and entertainment. We truly pride ourselves on delivering exceptional events and experiences – and our values totally underpin everything we do. These values are reflected in the day-to-day activities and behaviour of everyone within our organisation.

The role of Regional Events Manager is an exciting one. We need someone who can assist in the development of our regional events strategy to support the delivery of our visitor destinations. There will be the opportunity to develop our events programme so that we broaden our audience appeal and establish more of our venues as desirable visitor destinations. Could you be the right candidate for this 'eventful' position?

Here's an insight into what the role will involve:

- Project initiation and devising an implementation/business plan
- Leading in the delivery of each event and forming and leading a project team
- Managing delivery to the agreed budget and approved business plan
- Working with the sales and marketing teams to ensure detailed event sales targets are developed
- Sourcing/negotiating/managing supplier relationships and vendors.

A role such as this definitely calls for commitment, dedication, commercial acumen, attention to detail and the ability to coach, train and mentor others. You will need an engaging and professional manner and the ability to communicate with people at all levels – whether in business or with the public.

In terms of key attributes, we will be looking for previous experience of planning, organising and the management of a range of events. A skilled and effective project manager you should be adept at executing forecasting and operating financial systems covering budgets, contracts and orders, and more!

Do you possess the skills, experience and desire to undertake this fabulous role? If so, find out more details and how to apply by visiting the About Us section at [www.vibrantpartnerships.co.uk](http://www.vibrantpartnerships.co.uk) where you can view the job in full and apply online.

Alternatively download an application form and return it to [jobs@vibrantpartnerships.co.uk](mailto:jobs@vibrantpartnerships.co.uk) or send to The HR Team, Vibrant Partnerships, Myddelton House, Bulls Cross, Enfield EN2 9HG

No agencies please.

**CLOSING DATE: 17 MARCH 2019**







## **Is your sport and leisure consulting career ready for take off?**

The Sport, Leisure and Culture Consultancy (SLC) works with councils, major cities and towns across the UK.

- We develop sport and physical activity strategies that deliver proper outcomes.
- We plan leisure facilities that are sustainable and support more active communities.
- We support councils and their operators to work collaboratively to deliver financial and social outcomes.

As a sector leader, we are rewriting best practice guidance and standards, constantly innovating to support active communities across the UK.

## **We want outstandingly bright, numerate and highly literate individuals to join us in a variety of roles;**

- **Researchers**
- **Consultants**
- **Senior and Principal Consultants**



**For more information about what we do visit [www.slc.uk.com](http://www.slc.uk.com)**

**APPLY NOW:**  
**<http://lei.sr/F3B7J>**

Full training and support is provided to the right candidates.

SLC is an equal opportunities employer (and we don't work weekends...)