

Record number of adults now active

A record 62.6 per cent of the adult population is now classed as physically active, according to the latest figures from Sport England's *Active Lives Survey*.

During the 12 months to November 2018, the number of people (aged 16 and over) who met the Chief Medical Officer's guidelines for physical activity increased by 498,100.

The growth was driven by an increase of 286,000 in the number of women who are regularly active. As a result, the "gender gap" between active men and women narrowed by more than 90,000, from 352,000 to 258,000.

Figures also show an increase of 133,200 in the number of disabled people and those with long-term health conditions classed as active. It is the first increase in this category since the 2012 Olympic and Paralympic Games – with gym sessions showing the biggest growth.

The report also highlights the most popular activities and those which are growing in popularity. Walking



■ There was a big increase in the number of women who are physically active

remains the most popular activity (with 26.9 million people), followed by fitness activities and gym sessions.


"Things are moving in the right direction," said Sport England chief executive Tim Hollingsworth.

"However, stubborn inequalities remain which show that sport and physical activity still isn't appealing to everyone."



Things are moving in the right direction, but inequalities remain

Tim Hollingsworth



FITNESS

EMS studio operator
Bodystreet adds two studios

Franchisor Mark Holland targets 200 sites by 2025

p11




SPORT

Adidas launches fully recyclable running shoe

Revolutionary trainers made entirely out of one material

p15





VISITOR ATTRACTIONS

Technique to use fish as power source for expansion

Lesley Kirkpatrick explains "Scale-etric" project

p27





moveGB
THERE ARE THOUSANDS OF ACTIVE PEOPLE READY TO JOIN YOU

CLICK HERE

Sport and Recreation Alliance appoints former GB Basketball chief **Lisa Wainwright** as CEO

The Sport and Recreation Alliance (SRA) has named Lisa Wainwright as its new CEO.

Wainwright has spent more than 30 years in the sport and physical activity sector and has worked in executive roles for a number of years.

She was CEO of Volleyball England for a number of years and most recently spent two years as CEO of GB Basketball.

Previously, she had stints as head of sport at Sport England and as chair of the Institute of Swimming.

Wainwright will formally take up the role on 1 May 2019 after a short handover with outgoing CEO Emma Boggis.



■ Wainwright spent two years as CEO of GB Basketball

"I look forward to developing new relationships with members and stakeholders less known to me"

"I'm passionate about sport and recreation and the wider physical and emotional benefits it brings to all

who take part in whatever capacity," said Wainwright.

"I look forward to developing new relationships

with members and stakeholders less known to me, and building on the many existing contacts I have in the sector."

Andrew Moss, SRA chair, added: "The board is delighted to appoint Lisa as our next CEO following an extensive recruitment process which generated great interest from candidates across the world of sport and beyond.

"Lisa has rich and varied experience which gives her a deep understanding of the challenges and opportunities facing the sport and recreation sector. I very much look forward to working with her for the benefit of all of our members".

Xercise4Less appoints **Renier Pretorius** to lead innovation ahead of expansion



■ Pretorius has been tasked with structuring Xercise4Less' IT organisation and leading a 'digital revolution'

Budget operator Xercise4Less has appointed a chief technology officer to lead the company through a 'digital transformation' ahead of a rapid expansion programme.

Renier Pretorius – who joins the company from retailer WHSmith – has been tasked with structuring Xercise4Less' IT organisation and leading a digital revolution which will include the development of an entirely new systems architecture for the firm.

"Renier will be pivotal in implementing a fit for purpose IT architecture"
Jon Wright, founder, Xercise4Less

Pretorius, who has spent the past 15 years working in creating tech systems, will be responsible for developing a system which will include a web-based 'front end', an operational data hub, CRM operations, an app and a data warehouse.

Xercise4Less, which currently operates 52 clubs nationwide, is set to double in size by 2021.

In 2018, the company secured growth investment worth £42m from Swedish credit provider Proventus Capital Partners.

Jon Wright, Founder of Xercise4Less, said: "As a business, the IT infrastructure is something we've wanted to look at for a while now. Renier will be pivotal in implementing a fit for purpose IT architecture."



■ Edwards will take over the role of interim CEO until a permanent replacement is found for outgoing Steven Ward

"The ukactive executive team is working hard to ensure a smooth transition as we enter an important new phase"

Huw Edwards named acting CEO of ukactive

Ukactive has named Huw Edwards, director of public affairs and research, as acting CEO until it finds a permanent replacement for the outgoing Steven Ward.

A statement from the not-for-profit organisation reads: "The recruitment process for a permanent chief executive is set to commence shortly, and the ukactive executive team is working hard to ensure a smooth transition as we enter an important new phase in the growth of ukactive."

"The ukactive board can confirm that it has agreed with Huw Edwards that he will take up the position

of acting chief executive officer for the interim period until a permanent CEO is confirmed."

Ward is set to step down later this month after more than 12 years with the organisation.

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

He first joined ukactive in 2006 as a policy intern, before rising through the organisation's ranks and taking a leadership position as executive director in 2015, following the departure of Dave Stalker.

Ward was then named chief executive in May 2017.

leisure opps

Contents issue 761

NEWS

Careers 06 ➤

Fitness 08 ➤

Sports 14 ➤

CIMSPA 17 ➤

Swimming 20 ➤

Spa & wellness 23 ➤

Attractions 26 ➤

Insight 28 ➤

CLASSIFIED & JOBS

Job opportunities 33 ➤

Sign up to Leisure Opportunities:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions: UK £80,
UK students £42, Europe £91, RoW £114

Leisure Opportunities is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2019 ISSN 0952/8210 (Print). ISSN 2397-2394 (Online).



■ Ramsay has been with 3d Leisure for 25 years

Paul Ramsay replaces Mark Bremner at the helm of 3d Leisure

Leisure management company 3d Leisure has named Paul Ramsay

as its new managing director, replacing Mark Bremner in the role.

The change at the top will see Bremner becoming chair of the company, as well as continuing to lead the company's board of directors.

Ramsay has been with 3d Leisure for more than 25 years, working his way up from fitness instructor and through the ranks from

"Paul's commitment and loyalty to the company has been unwavering"
3d Leisure statement

club manager to regional manager and eventually to operations director.

"Paul's commitment and loyalty to the company has been unwavering over his time here and he is to be warmly congratulated on this appointment," the company said in a statement.

The change comes as 3d Leisure has secured a

number of new management contracts recently – in both the hospitality and corporate sectors.

As a result of the growth the company has also added to its regional management team and central support team.

The moves include the appointment of Paul Dickinson and Dan Glue as operations directors.

Elemis expands into new markets and announces leadership reshuffle – Noella Gabriel moves to New York

Sean Harrington, CEO and co-founder of Elemis, has relocated from the US to Asia to open the first Elemis Hong Kong office, with an aim to build a substantial brand presence across the APAC market.

At the same time, Noella Gabriel, another co-founder of Elemis, has moved from London to New York in her role as president of the company, and has set her focus firmly on continuing to drive the aggressive expansion of Elemis' US footprint.

Oriele Frank, another co-founder, has been promoted to managing director, and will oversee the business in the UK with



■ Elemis president Noella Gabriel will lead operations in the US

"We are thrilled to be entering a new and exciting phase of growth for Elemis"
Sean Harrington, CEO, Elemis

an aim to deliver consistent growth in business.

The changes come on the heels of the skincare

brand's recent acquisition by L'Occitane in January.

"We are thrilled to be entering a new and exciting

phase of growth for Elemis," said Harrington. "This next period will strengthen the continued growth and momentum behind our timeless brand and remarkably transformative products. Together as a team, a brand and a family, we have an incredible opportunity for success and we are more ready for it than ever!"

With the acquisition by L'Occitane Group, Elemis is expanding its global footprint, leveraging the success and knowledge of the existing team and the new owners.

Elemis was launched in 1989 and has headquarters in London and New York.



■ 1FitLife has secured a deal to supply virtual fitness platform Wexer

Entrepreneur **David Langridge** launches 1FitLife, new on-demand fitness provider

The on-demand fitness sector has a new player, following the launch of 1FitLife.

The brainchild of industry veteran and entrepreneur David Langridge – a former global marketing director for Fitness First and founder of Connected Fitness Labs – the company will produce a wide range of virtual fitness content and looks to tap into the rising popularity of exercise apps.

1FitLife has secured a deal to supply virtual fitness platform Wexer to hosts its own channel, and has also worked with Fitbench to create a series of exercise videos for its customers.

1FitLife will target UK and European-based operators, offering them a white label digital platform to host both live and on-demand content, via the US on-demand platform Intelivideo.

"Fitness providers are increasingly attempting to monetise digital fitness and there's a market for it," Langridge said. "People who used on-demand fitness for the first time in 2016 spent 37 per cent of their total fitness budget on these services. By 2020, it's estimated the majority of fitness clubs will have incorporated virtual fitness, but few have the in-house expertise to make it work."

"By 2020, it's estimated the majority of fitness clubs will have incorporated virtual fitness in some form, but few have the in-house expertise to make it work"

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Gurpreet Liddar
+44 (0)1462 471914



Newsdesk
Jane Kitchen
+44 (0)1462 471929



Newsdesk
Tom Walker
+44 (0)1462 431385



Newsdesk
Tom Anstey
+44 (0)1462 471916



Circulation
Joe Neary
+44 (0)1462 471910

leisure opps

MY CAREER

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

Hannah Smith

DIRECTOR OF AQUATICS

Water Babies

{ I love to see the impact we make to children and families across the world }

Hannah Smith has worked in sport and leisure for more than 20 years and has held a range of operations, development and management roles in that time. Smith comes from a competitive swimming background, which she says began her passion for the sport, and inspired her to teach swimming as a teenager. She has consistently taught and coached swimmers of all ages throughout her career. Smith joined Water Babies in 2012 as head of Aquatics, she now works as the company's director of Aquatics and is responsible for the strategic direction of Aquatics across the business.



plans to launch in other countries soon. Each country brings its own challenges, but it's great to experience so many different cultures. I'm incredibly lucky to work with a great bunch of people who all share the same passion for swimming. I love being able to see what an impact we make on children and families across the world."

Tell us about your career

"Being a competitive swimmer as a child gave me a real love for swimming and sport in general. I worked as a lifeguard and swimming teacher throughout sixth form and university, and trained as an ASA (Swim England) tutor while I was studying for my degree. After graduating, I worked in a number of roles in swimming and sports coaching for local authorities before working with Swim England. I became the head of Aquatics for Water Babies, and have been with the company for more than six years and last year was promoted to my current role as director of Aquatics."

What is your favourite part of your job?

"I love working for Water Babies. Every day is different. We teach swimming to more than 50,000 babies and toddlers across a network of over 60 franchises. We operate in the UK, Ireland, the Netherlands, Canada, New Zealand and China, with

Proud moments?

"Outside of work, I act as an official with Open Water Swimming and have been very lucky to have officiated at some amazing events, including the 2012 World Masters Championships in Italy where I was chief referee. I also served as national technical official at the London 2012 Olympic Games. But my proudest moment was being selected as the international technical official representative for Europe at the Rio 2016 Olympics. It was an incredible experience."



■ Water Babies operates in the UK, China and Canada

Water Babies
ARE HIRING
See page 35

REGISTER NOW

ELEVATE

8-9 MAY 2019 | EXCEL | LONDON

THE UK'S LEADING
TRADE EVENT FOR
PHYSICAL ACTIVITY

HEADLINE PARTNER

fibodo
find it. book it. do it.

REGISTER NOW FOR YOUR FREE PASS TO ATTEND

Elevate is now firmly established as the UK's largest gathering of fitness, performance and healthcare professionals. With more exhibitors, physical activity innovations and expert speakers than ever before, make sure you don't miss out. Highlights include:

- Thought-leaders Conference
- Elevate Kids
- Seminar streams:
 - Active Kids
 - Active Aquatics
 - Strategies for an Active Nation
 - The Business of Physical Activity
- The Studio
- Innovation Awards
- The Tech Lab
- Drinks Reception

CO-LOCATED WITH

COPA

ELITE SPORTS EXPO

350+
EXHIBITORS

1000+
PRODUCTS

6 INNOVATION
AWARDS

300+
SPEAKERS

FANTASTIC
NETWORKING

LEAD SUPPORTERS:



More people
More active
More often



CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY



Public Health
England



INSTITUTE
OF SPORT
EXERCISE &
HEALTH



inspire the nation



CHARTERED
SOCIETY OF
PHYSIOTHERAPY

EXHIBITORS INCLUDE:



SPEAKERS INCLUDE:



Dame Sally Davies



Tara Dillon



Mark 'Dot' Perkins



Dr Zoe Williams



Chris Grant



Ali Oliver



James Sanderson



Michael Brannan



Julie Creffield



Gareth Thomas

REGISTER NOW - ELEVATEARENA.COM

NEW OPENING

Discobarre to open first studio in London

Independently-owned boutique fitness operator Discobarre, which "bridges the gap between fitness and dance", will launch its first stand-alone studio in London this month.

The venue in Dalston, east London, is based on the original Discobarre concept – combining a "hardcore ballet-barre workout" with house and disco music – founded by Sophie Ritchie.

It is marketed as the only studio in London offering the original Lotte Berk Technique, with additional classes including curated ballet, dance-related fitness and movement meditation.

"The studio has been designed to offer a safe space

devoid of pretension and intimidation to help people gain confidence in their bodies, move with greater freedom and fluidity and help cope with the demands of the city," Ritchie said.

"It's my mission to make people feel comfortable in their body and confident in the way they move.

"I wanted to create a fun, relaxed and supportive environment where people can get a seriously powerful workout."

The Lotte Berk Technique is a barre workout with a regimen that promised to "sculpt a svelte physique and radically improve sexual pleasure".

[More: http://lei.sr/c5M3w_0](http://lei.sr/c5M3w_0)



■ The studio is marketed as the only one in London offering the original Lotte Berk Technique, which grew popular in the 1960s



The studio is designed to offer a safe space devoid of pretension

Sophie Ritchie

TECHNOLOGY

Precor partners with Sony for smart gym solution



As everyone carries a mobile with them nowadays, the system is super simple for members to engage with

Henrik Bengtsson

Fitness kit supplier Precor has signed a deal which will see its equipment being made compatible with tech giant Sony's smart gym solution, Advagym.

The agreement means operators with Precor-kitted gyms can offer a tracking journey for members' workout regimes.

Members using Advagym activate it by touching their phone on a sensor 'puck' on equipment to start tracking their workout in real time.

The system uses a sensor on strength machines to record reps and sets, while in free weight areas users select from a list of exercises or create



■ Members using Advagym activate it by touching their phone on a sensor 'puck' on equipment

their own. Advagym then uploads all stats automatically onto the app.

Henrik Bengtsson, senior business manager, Advagym said: "As everyone carries a mobile with them nowadays, the system is super simple for members to engage with."

[More: http://lei.sr/F7q2Y_0](http://lei.sr/F7q2Y_0)

NEW OPENING

Gymshark to open its first gym and 'innovation hub'



It'll be the ultimate home to those who want conditioning

Ben Francis

Fitness wear and apparel supplier Gymshark has revealed plans to open a large gym and innovation hub in order to help it with its product development.

The company will open the Gymshark Lifting Club, described as a creative hub combining "research and development and working out" in Birmingham later this year.

Gymshark has appointed design specialists Oktra to create the 55,000sq ft space, which will include a large, 20,000sq ft health club, a studio space for the new Gymshark fitness app, a 100-person auditorium,



■ The Gymshark Lifting Club will open later this year

an R&D factory and several high tech photographic studios.

The space is designed to be a base for Gymshark's creative teams, providing "unique zones to try and test new ideas and products".

Ben Francis, Gymshark founder, said: "We've visited the best gyms in the world and Gymshark Lifting Club will combine our favourite parts of each of these gyms to create the ultimate home to anyone really interested in conditioning."

[More: http://lei.sr/d8N5j_0](http://lei.sr/d8N5j_0)

TECHNOLOGY

Technogym takes on at-home market

Fitness equipment giant Technogym is entering the home fitness market with the launch of Technogym Live, a digital platform offering gym-goers the option to take part in classes at home.

Content will be created in collaboration with Technogym's operator partners, with London's 1Rebel, Virgin Active Revolution Milan and Rumble in NYC already signed up.

Looking to tap into the market, which has seen the likes of Peloton become hugely successful, Technogym revealed it will launch a new range of home exercise equipment



■ Technogym Bike will be the first to be integrated



The platform will enable end-users to enjoy the best fitness trainers' classes

to accompany the service, including a bike, treadmill and rowing machine - all will feature the new console.

"The platform will enable end-users to enjoy the best fitness trainers' classes - at home, at work or in hotels - on smart bikes, rowers or treadmills," said Technogym.

"It will also allow operators to stream their club or studio classes to their members at home."

[More: http://lei.sr/Y3p4d_0](http://lei.sr/Y3p4d_0)

Peloton removes classes after music lawsuit

US fitness brand Peloton has pulled a wide range of its popular workouts after a lawsuit was filed alleging that many of its classes feature songs the company has "used without obtaining proper licenses".

The lawsuit, filed by a number of US music publishers - including Downtown Music Publishing, Pulse Music Publishing, ole, Reservoir and Round Hill - accuses Peloton of infringement of more than a thousand musical works.

The plaintiffs are seeking damages of more than US\$150m.

[More: http://lei.sr/E7b6y_0](http://lei.sr/E7b6y_0)

HIIT

Is HIIT behind increase in gym injuries?

A study on exercise injuries has suggested that people who engage in high-intensity interval training (HIIT) could be putting themselves at greater risk of injury.

Research by Rutgers University in the US, published in the *Journal of Sports Medicine and Physical Fitness*, shows that there has been a steady increase in the number of injuries accredited to the use of exercise equipment since 2007.

Using an analysis of people's exercise habits, the study then links the increase with the growing popularity of HIIT.

For the study, a team of researchers analysed records in the National Electronic Injury Surveillance System

from 2007 through 2016 and found a total of 3,988,902 injuries resulting from the use of specific exercise equipment – such as barbells and kettle bells – and calisthenics. Both methods of exercise are common in HIIT.

The steady increase in gym injuries was deemed to be in line with analytics showing a growth in the number of people doing HIIT workouts.

"These workouts are marketed as 'one size fits all', but many, especially amateurs, do not have the flexibility, mobility, core strength and muscles to perform these exercises," said Joseph Ippolito, a member of the research team.

[More: http://lei.sr/D7G9Y_0](http://lei.sr/D7G9Y_0)



■ There has been a steady increase in the number of injuries accredited to the use of exercise equipment since 2007



Many people do not have the flexibility or strength to perform HIIT

Joseph Ippolito

RESEARCH

Older people turn to exercise for mental health boost



More than half of those over 55 years old cite improving their mental health as a benefit of regular physical activity

There is growing evidence that older people are taking up exercise in order to improve their mental health – with the social aspect of physical activity proving to be as important as the impact on physical fitness.

A study commissioned by leisure operator GLL compared the exercise habits of 2,000 people across all age groups and the various factors that affect their levels of activity.

It suggested that people place increasing importance on improving and maintaining their physical health as they get older, with 75 per cent of all



■ Older people are getting more physically active

respondents aged 55 and over giving this as a reason to get out and train.

However, the study also suggests that older people now place an increasing importance on exercising to boost mental wellbeing, with 53.3 per cent of over 55s citing improving their mental health.

[More: http://lei.sr/x4Y6y_0](http://lei.sr/x4Y6y_0)

BOUTIQUE

Bodystreet adds two studios, targets 200 sites by 2025



We see huge growth potential for EMS in the UK

Mark Holland

Fitness studio operator Bodystreet has expanded its UK operations with the opening of two new studios.

The franchise-based company has opened sites in Coventry and Edinburgh, bringing the number of properties in its portfolio to eight.

Bodystreet studios offer a combination of personal training with electrical muscle stimulation (EMS).

The company launched with a single micro-studio in Munich in Germany in 2007. After two years of developing the concept, it set out on an expansion push using franchising.



■ Bodystreet has 300 sites in Europe and offers a combination of EMS and personal training

The number of studios has since grown to almost 300 across Germany, Austria, Italy and the UK, with more than 40,000 people taking part in classes every week.

UK master franchisor Mark Holland said: "We see huge growth potential in the UK for EMS and my goal is to have 200 studios by 2025."

[More: http://lei.sr/S7Q6A_0](http://lei.sr/S7Q6A_0)

PUBLIC LEISURE

Everyone Active secures deals for 11 new leisure sites

Leisure operator Everyone Active has secured management deals for 11 new sites, taking the number of facilities in the company's managed portfolio to 190 facilities.

The operator signed a deal with Harborough District Council to manage two leisure centres in Market Harborough and Lutterworth, and simultaneously commenced a 10-year agreement with North Norfolk District Council to run six sites.

It has also agreed a 10-year extension to its existing partnership with Blaby District Council, which will see it take



■ The deals will take the firm's portfolio to 190 facilities



As a company which started 30 years ago with a single site in the Midlands, it's significant to have begun so many new contracts in this area

Paul Dowling

on the Pavilion Leisure Centre in Huncote, Leicestershire.

It will take on a further two facilities in May, when it begins a 25-year partnership with North West Leicestershire District Council.

"As a company which started 30 years ago with a single site in the Midlands, it's significant to have begun so many new contracts in this area," said Paul Dowling, Everyone Active's regional director.

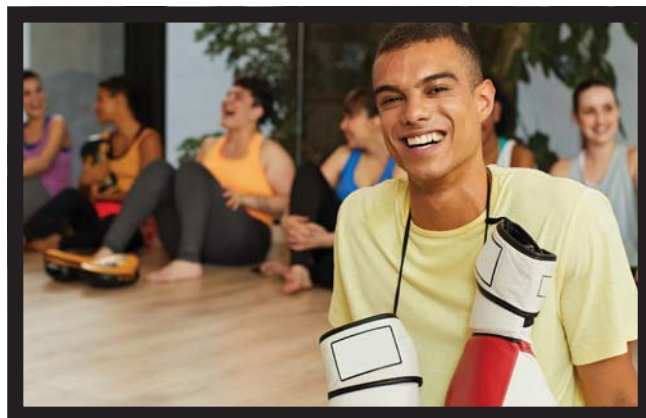
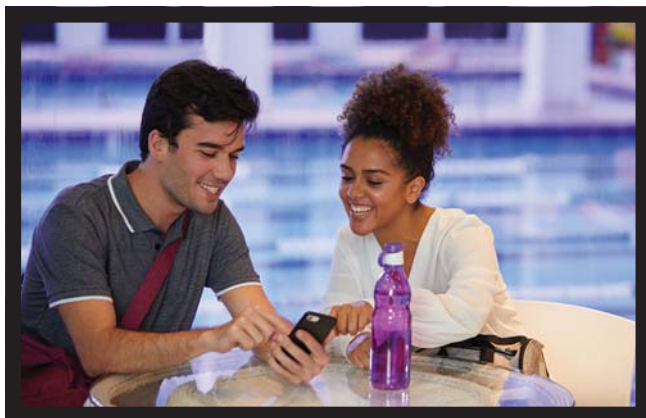
[More: http://lei.sr/K6J2U_0](http://lei.sr/K6J2U_0)

'Advice and empathy' accelerates weight loss

People who seek medical advice about weight loss have hugely different outcomes depending on how their doctor addresses the matter – and how sympathetic they feel their doctor to be.

New research from Duke University in the US found that when doctors gave generic advice, such as "you should exercise more", participants in the study only achieved modest weight loss. However, when they gave very specific advice and instructions for lifestyle change, results were significantly better.

[More: http://lei.sr/3n4S5_0](http://lei.sr/3n4S5_0)



■ The Gympass model links some of the UK's leading employers and their staff with a network of 1,900 fitness facilities

Gympass succeeds in unlocking the huge potential of corporate fitness sales

Gympass is reinforcing its position as the market leader in UK corporate fitness sales by unlocking the huge potential attendance for operators from employee workforces



■ Gympass aims to target the 80 per cent of employees who have never stepped in a gym

Recent signings with some of the UK's biggest employers – including Tesco, Aviva, Thames Water, Santander and Rolls Royce – have seen Gympass' operator partners enjoy a significant uplift in engagement. The Gympass mission is to defeat inactivity – a vision shared by many in the leisure industry.

Its aim is to target the 80 per cent of employees who have never stepped in a gym. By tapping into this hard-to-reach group, Gympass is bridging the gap to a corporate area which, historically, operators have struggled to access.

Meanwhile, corporate members are well catered for, as Gympass' UK network covers 1,900 fitness facilities – and continues to grow each month. This strong position within both the corporate and leisure markets means that Gympass is delivering on its mission statement.

Successful model

Gympass UK launched in February 2017, five years after the business started in Sao Paulo, Brazil in 2012. Globally, Gympass has more than 40,000 fitness facilities with thousands more joining each year.

Recognising an opportunity to bring together corporate and leisure operators and tapping into the workforce that doesn't belong to a gym, its successful model is committed to forging long-term partnerships that unite employees from its corporate partners with a curated network of fitness facilities.

From big boxes to boutiques

The Gympass model can only work if its operator partners are accessible and able to deliver on the gym, swim and group exercise sessions that appeal to people just starting out on their fitness journey. Setting the bar high, Gympass signed up

■ In order to appeal to as wide an audience as possible, Gympass also partners with a number of boutiques



The potential is massive, with just 14 per cent of employees granted access to fitness or sports facilities through employers

almost 500 facilities in a few months of operation including Bannatyne and Everyone Active in quick succession.

Bannatyne Health Clubs signed a three-year deal with Gympass after a successful 12-month period and estimates the partnership will bring thousands of people into its 72-strong estate of clubs. Meanwhile, after including Gympass in 68 clubs in the South East region, Everyone Active saw such great results in the first three months, it rolled out the offer across its entire estate.

In order to appeal to as wide an audience as possible, Gympass also partners with a number of boutiques across London and the UK. Bringing diversity and variety to the platform, the boutiques dovetail neatly with the big box offering and similarly enjoy the benefits of Gympass bringing new people to their door.

THE choice for large employers

Tapping into corporate sales is the Holy Grail for fitness facilities – but the hardest to crack. The potential is massive with just 14 per cent of employees granted access to fitness or sports facilities through their employer. Completely at odds with this, 10 of the top 20 most sought-after benefits relate to work-life balance and a healthier lifestyle. Gympass has the tools to bridge this gap and match fitness services with workforce demand.

By joining forces with some of the country's most notable employers, Gympass is accessing hundreds of thousands of employees ready to engage in physical activity with the support and blessing of their employer.

Keeping up the good work

Gympass places a high priority on member experience and its dedicated

Activation, Engagement & User Growth team works in tandem with HR departments to promote a more active workforce through a joint business plan to multiply the number of active employees.

A range of activities are planned to engage employees including pop up events, wellness breakfasts and presentations. Meanwhile, multi-channel customised communications drive employees to increase participation at partner facilities with push notifications, podcasts, webinars and emails underpinning the Gympass experience. And that way lies success. ●

Gympass

support@gympass.com
www.gympass.com

PEOPLE

The FA appoints Mark Bullingham to top job

The Football Association (FA) has promoted Mark Bullingham, its chief commercial and football development officer, as its new chief executive.

Bullingham, a surprise name for the job, will replace current CEO Martin Glenn, who is stepping down at the end of the season.

Having joined the organisation in August 2016 as commercial and marketing director, Bullingham has been credited with a 25 per cent rise in annual revenue.

In a statement, the FA said: "During his tenure, Bullingham has played a key role in transforming the commercial landscape of the not-for-profit governing

body, with a number of high-profile and record-breaking broadcast, sponsorship, licensing and hospitality deals across The FA, St. George's Park and Wembley Stadium."

While the FA has focused on highlighting his commercial credentials, Bullingham himself was keen to stress an understanding of the FA's primary function – to grow and nurture the sport of football.

Bullingham said: "I'm hugely passionate about the role The FA plays in improving the game and our positive contribution to society. Getting kids active and learning life skills such as teamwork is incredibly rewarding.

[More: http://lei.sr/x2x4q_0](http://lei.sr/x2x4q_0)



■ Bullingham joined the FA in August 2016 as commercial director



Getting kids active and learning life skills such as teamwork is incredibly rewarding

Mark Bullingham

NEW MARKETS

ECB to explore gaming and esports opportunities



We constantly monitor social trends to see what can be learned

David Mahoney

The England and Wales Cricket Board (ECB) has embarked on a project to evaluate the potential of video gaming and esports as a platform to engage more young people with cricket.

The national governing body will look to explore how to best harness the power of gaming and find ways to utilise it to attract new, young audiences to cricket.

"We constantly monitor social trends, and keep abreast of innovation in other sports and industries, to see what can be learned," said David Mahoney, ECB chief operating officer. "We're keen to better understand the space and need a



■ ECB will explore how to best harness the power of gaming to attract young audiences to cricket

blend of gaming and esports knowledge, combined with strong sports rights holder experience, to help us achieve this."

The ECB has appointed sports and entertainment marketing consultancy Strive Sponsorship to help it scope the landscape.

[More: http://lei.sr/8q3x2_0](http://lei.sr/8q3x2_0)

DISABILITY SPORT

Sports 'need to do more' to get disabled people active



This research identifies ways to improve access for disabled people

Leanne Wightman

The sport and physical activity sector needs to step up its game if it wants to help increase the number of disabled people taking part in physical activities.

New research shows that the sector could play a key role in getting disabled people more active – but that it needs to improve awareness and access to facilities and services.

The research was based on an evaluation of the Get Yourself Active programme, a four-year initiative run by Disability Rights UK and funded by the National Lottery through Sport England. It showed that the vast



■ The vast majority of disabled people (75 per cent) are simply unaware of the facilities available to them

majority of disabled people (75 per cent) are simply unaware of what facilities are available to them, while one in five (21 per cent) said the cost of activities was a barrier for them to take part.

"This new research identifies some of the ways the health and social care and leisure sectors can better work with disabled people to improve access to local knowledge and provision," said project coordinator Leanne Wightman from Disability Rights UK.

[More: http://lei.sr/Q4q8r_0](http://lei.sr/Q4q8r_0)

TECHNOLOGY

Adidas reveals world's first 'fully recyclable' trainer

Sportswear giant Adidas has developed what it calls the world's first "100 per cent recyclable performance running shoe".

Produced under the Futurecraft.Looped brand, all components of the shoe – from the sole and laces to the traditionally woven upper – are made entirely from one single material, called Thermoplastic Polyurethane (TPU).

Once the shoes come to the end of their "first" life, they can be returned to Adidas where they are washed, ground to pellets and melted into material for components for a new pair



■ Eric Liedtke, Adidas' group executive board member for global brands revealing the 'revolutionary' product



All components of the shoe are made entirely from one single material

of shoes, with zero waste and nothing thrown away.

This is in contrast with the traditional manufacturing methods which include complex material mixes and glueing, resulting in a shoe which can only be downcycled.

"We set out to create a new type of product that we can take back, grind up and reapply into new product," said Tanyaradzwa Sahanga, innovation manager at Adidas.

[More: http://lei.sr/X5E5G_0](http://lei.sr/X5E5G_0)

Landmark 'Slam Jam' campaign to get 180,000 kids into sport

A new grassroots basketball programme aims to introduce the sport to 180,000 primary school-aged children across England.

Called Slam Jam, the programme has been developed by Basketball England in partnership with basketball and educational experts and is a landmark programme for Basketball England.

Targeted specifically at 7-11-year olds, the programme will be delivered in both school and community locations with fun-filled sessions lasting between 45-60 minutes.

[More: http://lei.sr/p9G5s_0](http://lei.sr/p9G5s_0)

PUBLIC BODIES

Sport Wales to refresh governance following review



There has been cultural shifts in sports governance and policy since the inception of the Governance and Leadership Framework in 2015

Sport Wales has appointed the Welsh Sports Association (WSA) to help update and bring its Governance and Leadership Framework (GLFW) up to date.

First launched in 2015, the GLFW has been credited with delivering a wide range of improvements to the governance of Welsh sport, by driving "effective behaviours and cultures within sporting organisations".

There has, however, been cultural shifts in sports governance and policy since the inception of the GLFW in 2015 – identified by a recent Sport Wales review of the framework.



■ The framework has been credited with delivering a range of improvements to the governance of sport

The review highlighted that the GLFW should be refreshed in a number of areas that have risen on the agenda since 2015 – such as ethics, integrity and duty of care; finance and risk management; the importance of behaviours and the need to develop and share good practice.

[More: http://lei.sr/R6J2y_0](http://lei.sr/R6J2y_0)

PARTNERSHIPS

Elevate signs up Metro Blind Sport as charity partner

The organiser of physical activity trade show Elevate has signed up Metro Blind Sport as its charity partner for this year's event.

Metro Blind Sport is a London-based charity that aims to make sport available for all vision-impaired people, regardless of age or sporting ability.

Through the partnership, the two organisations aim to promote disability sport and physical activity to the expected 10,000 attendees visiting the Elevate event, held at ExCeL London from 8 to 9 May. The partnership between Elevate and Metro



■ Metro Blind Sport aims to make sport available for all vision-impaired people, regardless of age or ability



This provides a platform for us to raise awareness of our services

Martin Symcox

Blind Sports will also look to attract more people with disabilities to attend.

At the event, Metro Blind Sport will supply volunteers to assist blind and partially sighted visitors who are attending.

Metro Blind Sport CEO, Martin Symcox, said: "Being Elevate's nominated Charity of Year for 2019 provides a platform for us to raise awareness of our services."

[More: http://lei.sr/j9h8y_0](http://lei.sr/j9h8y_0)

Nine Scottish clubs share £250,000 DCI funding

A skating club and a beach volleyball team are among the organisations to benefit from the latest round of SportsScotland's Direct Club Investment (DCI) programme.

In total, nine Scottish sports clubs will share more than £250,000 worth of funding from the DCI, taking the total distributed through the fund since its introduction in 2013 to £3.89m.

It is estimated that the funding has leveraged nearly £5m of investment from the clubs involved – and a further £2.1m from partners across Scotland.

[More: http://lei.sr/Y8E8b_0](http://lei.sr/Y8E8b_0)

A platform for all

I'm delighted to announce the launch of CIMSPA's new online member platform, which will help sports and physical activity professionals further their careers and drive sector success.

With more than 10,000 sector professionals and students now engaged with the chartered institute through membership and affiliation, we have worked with our technology partner Tahdah Verified over the last two years to develop a bespoke product that meets the needs of our growing membership base.

Creating a hub

The product allows individuals to promote their professional competence and manage their professional development. Sector professionals can use this new central hub to upload and display their CPD and qualifications on their professional record, create and share a public profile that showcases their professionalism and track and manage their CPD activity.

Members can renew online, download membership certificates and get the new CIMSPA personal member logos to celebrate their professional relationship with the sector's chartered

professional body. They can also learn more about how to access their membership benefits – all in one place.

Digital success

The new online platform is a valuable tool for our partners too.

With many employers now setting CIMSPA membership as either a strong desirable or requirement for recruitment into their workplaces, particularly in exercise and fitness, employer partners can use the platform to monitor the training and development of their staff and see which staff are in CIMSPA membership..

Meanwhile, our training provider partners can use the platform to profile their courses, meaning that members can source all quality-assured training in one location without have to scour numerous different websites.

One of the most important functions of the new platform is that it allows members of the public to check the membership status and authenticity of sport and physical activity professionals, helping to increase confidence in our sector. ●



■ Tara Dillon, chief executive of CIMSPA



Our training provider partners can use the platform to profile their course, meaning that members can source all quality-assured training in one location



■ The new platform has been designed as a central hub for all CIMSPA members and partners



Places Leisure partners with Technogym

Places Leisure has increased visit frequency to its gyms by 50 per cent, using the Places Locker app, powered by Technogym mywellness cloud



John Oxley, COO of Places Leisure

Following the success of the Places Leisure project, Technogym has been confirmed by Places Leisure COO, John Oxley, as partner of choice for the full offering of cardio, strength and mywellness cloud digital solutions as part of a three-year agreement.

Steve Barton, MD of Technogym UK, says: “We’re delighted to be working in partnership with Places Leisure to help create fantastic facilities for the local community, deliver engaging experiences and a seamless digital member journey.

The results from the recent GGFit study illustrate the value of investing in technology to improve engagement and attendance, as well as the power of our mywellness cloud solution.”

Places Leisure launched the Places Locker app in 2017, created in partnership with Technogym and powered by mywellness cloud.

The Places Leisure team launched the app with the mission of creating active places and healthy people with a focus on improved engagement within its 96 centres with gyms.

The Places Locker app allows members to track gym activity and follow guided exercises and designed workouts, as well as tracking outdoor activity using apps and wearables such as Apple Health, Samsung Health, MapMyFitness, Strava and Polar. They can also access and book classes and fitness challenges.

Members also benefit from a more personalised service from instructors, since the app allows instructors to interact meaningfully and relevantly with each customer.

Mission to increase participation

The solution was rolled out to members and non-members alike, in line with Places Leisure’s mission to provide a strong experience aligned to their mission of increasing participation in physical activity. “The original remit

for the app was to boost the visibility of activity levels for both customers and the fitness teams at the sites they visit, but it delivered so much more than that,” says Jamie Brown, head of commercial activities.

Measuring effectiveness

Places Leisure required measured analysis of the effectiveness of their member engagement tech solutions. There was a strong belief among all stakeholders that the technology was effective for engagement and for supporting members.

GGFit, an independent consultancy specialising in data analysis and member retention was appointed to study the effect of the Places Locker App and mywellness cloud on member engagement.

A dedicated six-month study showed a marked increase in member engagement and provided staff with positive efficacy feedback.

The research focused on 14 Places Leisure sites, using membership data from the XnLeisure front of house system and mywellness cloud across a total of 2.34 million visits over the course of six months from April to September 2018.



A dedicated six-month study showed a marked increase in member engagement using the Technogym mywellness cloud and the Places Leisure app

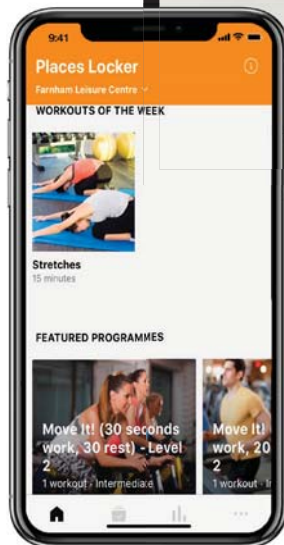
The analysis of 47,816 live members showed that the majority of Places members – 83 per cent - are on the mywellness cloud system and 33 per cent have a mywellness account and downloaded the app.

The difference in member engagement with the app is significant. Members who are not on the mywellness cloud system visit 4.2 times per month while members on mywellness cloud but with no app visit 5.0 times per month and members with the Places Locker App visit 50 per cent more, at 7.5 times per month on average.

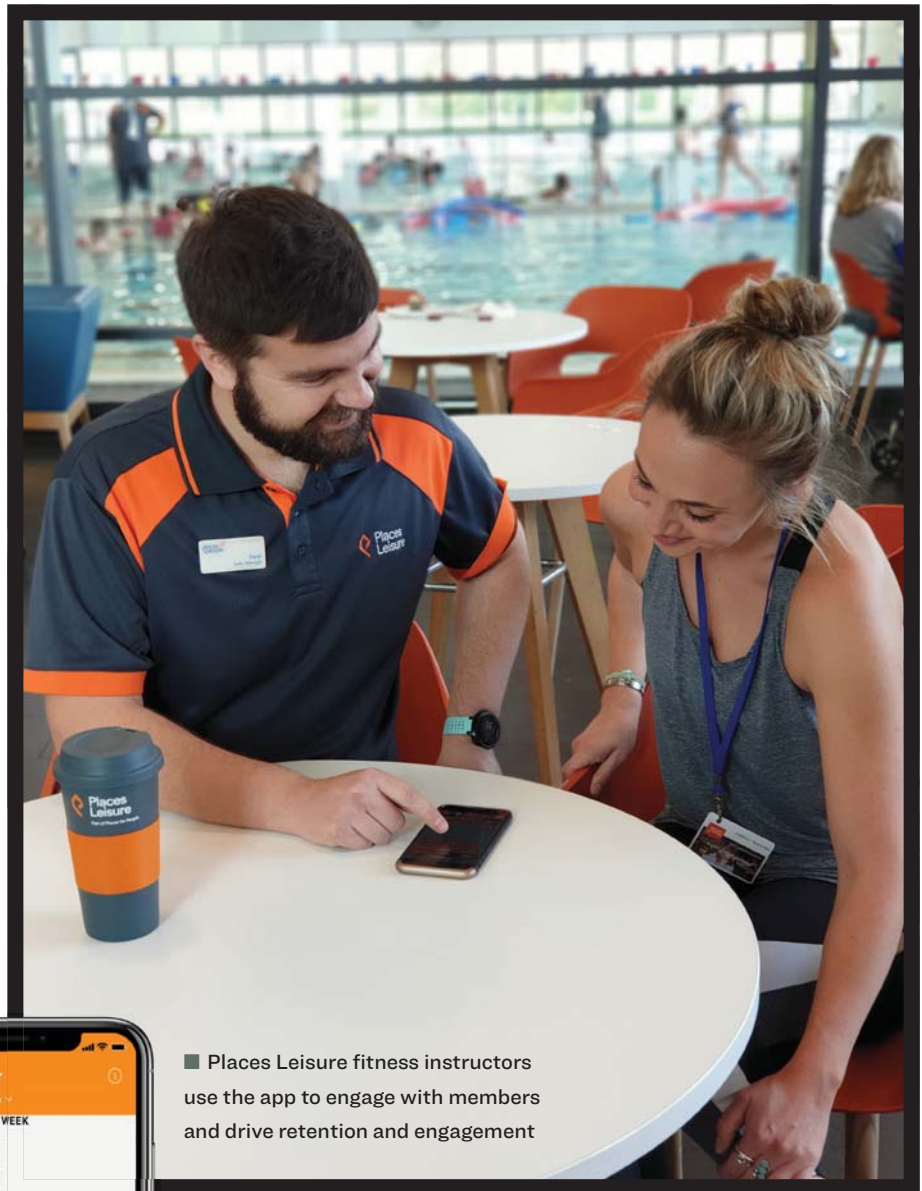
Outstanding performances

As you would expect, more visits mean members stay longer too, and consequently there's a two month uplift in average length of stay for members who use the app.

There's a multitude of reasons why Places Locker members are more engaged, from activity and class bookings, to tracking workouts and accessing fitness challenges.



Wharf Leisure Centre and Riverside Leisure Centre show high levels of member engagement, with up to 50 per cent of members using the app. They also show higher levels of training programme renewals and member contact logging, such as 'Gym Floor Interaction' and 'Body Measurement'. The study provided evidence that these interactions by gym staff are working.



■ Places Leisure fitness instructors use the app to engage with members and drive retention and engagement

Members also benefit from a more personalised service from instructors, since the insight allows them to interact more meaningfully.

The best-performing sites like Places Leisure Eastleigh, Parish

"Closing this instructor efficiency feedback loop is a critical factor in improving member retention," says Guy Griffiths, MD of GGFit. "Furthermore accessing this kind of data is one of the biggest benefits of using Technogym's mywellness system to assess impact and make informed decisions. It's great to have conclusive, independent proof that the technology is working,"

Brown agrees, saying: "We're using this study to make technical changes, to increase downloads. We're also adding app functionality to increase benefits to members and ensure we create more active places and healthy people." ●



www.technogym.com

PUBLIC HEALTH

Campaign for swimming prescriptions

Swim England has called for health professionals to be "more proactive" in prescribing swimming to people recovering from medical conditions.

The national governing body for swimming is urging GPs and other medical professionals to consider swimming as part of any programme of activities designed to manage patient recovery.

Swim England issued its plea as part of the Moving Medicine campaign, which highlights how swimming has helped transform the physical health of a number of people across the country suffering from a variety of conditions.

"As the government and medical profession

increasingly move to prescribe exercise as a conduit to improved physical health, we believe that swimming and wider aquatic activity is increasingly the answer for many people," said Elaine McNish, head of health and wellbeing at Swim England.

"We are calling on health professionals to consider prescribing swimming in larger numbers."

The government could be receptive to Swim England's calls. The current health secretary, Matt Hancock, has called for a "culture shift" in health care and for medical professionals to act on the evidence that activity can cut the risk of illness.

[More: http://lei.sr?a=3e1j3](http://lei.sr?a=3e1j3)



■ Swim England wants swimming to be considered as part of any programme of activities designed to manage patient recovery



We believe swimming is the answer for many people

Elaine McNish

NEW POOL

£16m Andover Leisure Centre opens its doors



We have designed an inclusive leisure destination

Martin Anderson

The £16m Andover Leisure Centre has opened its doors to the public, after more than two years in the works.

Facilities at the centre include a 25m six-lane swimming pool with 15m learner pool, 165-station fitness suite, virtual cycling studio, dance studios, an eight-court sports hall, squash courts, adventure play area and café.

The venue is owned by Test Valley Borough Council and operated by Places Leisure, which secured a 30-year contract to manage the council's leisure sites in 2016. Places Leisure and the council worked with architects Roberts



■ The centre has a 25m six-lane and a 15m learner pool

Limbrick, building partner Pellikaan Construction and projects agent Press & Starkey on the new centre.

Capital projects director Martin Anderson said; "Together with the council and project team we have designed an inclusive leisure destination."

[More: http://lei.sr/E6N4y_0](http://lei.sr/E6N4y_0)

STA TO THE RESCUE

With a NEW Level 2 Pool Lifeguard Qualification and a NEW INDUSTRY FIRST 3-Year Revalidation Process

The new Level 2 Pool Lifeguard qualification:

- Aligns Lifeguard and First Aid Revalidations
- Offers a New Flexible Approach to Ongoing Training
- Meets the Latest CIMSPA Professional Standards
- Includes First Aid at Work Syllabus
- Covers Drowning Detection Systems

Join STA to train a new generation of pool lifeguards - IT'S EASY AS 1-2-3 to convert!

www.sta.co.uk

**NEW
INDUSTRY
FIRST 3-Year
Revalidation
Process**



• Swimming Teaching

• Lifesaving

• First Aid

• Health & Safety

• Pool Plant

www.sta.co.uk

Delivering professional qualifications that reflect the ongoing needs of employers, trainers and learners

STA is recognised by HSG 179 as a Pool Lifeguard Provider

Connect with us:

f STAHealthLeisureLife

STA_HQ

sta_team

/in/sta-swimming-teachers-associ/



CIMSPA
Endorsed

**Professional
Standards**

GHARIENI

VINTAGE

SERIES



MLR Select **VINTAGE**

- Available in many wooden decors
- Height, inclination, back and leg section elec. adjustable
- Large storage space in basement
- Optional: Smart-Thermo heating system, memory function (up to 4 positions), etc.

VINTAGE Trolley

- Available in many wooden decors
- Three drawers
- High quality castors

www.gharieni.com



Spa & wellness news

PARTNERSHIPS

The Clearing Spa names Caudalie as brand partner



This will make the experience at our spa even more indulgent

Lauren Roberts

The Clearing Spa at The Cornwall Hotel in St Austell, UK, has announced a new brand partnership with Caudalie, that will see the treatment menu expanded to include treatments from the French skincare brand.

Additionally, the spa will stock a selection of Caudalie products as a retail line for guests to purchase following their treatments.

Caudalie offers efficacious skincare using natural ingredients derived from grapes and grapevines.

Lauren Roberts, spa manager at The Cornwall, said: "The natural and luxurious



■ Therapists will be trained to use Caudalie products

products will help to make the experience at our spa even more indulgent and relaxing. All our beauty therapists have been fully trained by Caudalie and will be able to offer a bespoke skin care regime from the new product range. We anticipate the Caudalie facials will be particularly popular."

[More: http://lei.sr/p2c8u](http://lei.sr/p2c8u)

REDEVELOPMENT

thespa at The Cube reopens following £500k revamp

thespa at The Cube, a mixed-use development in Birmingham, UK, has reopened following a £500k upgrade that has seen the addition of more treatment rooms and new experiential facilities.

Works included an expansion of the relaxation and quiet areas, which now features soft lighting and more double and single loungers, as well as canvas cocoons, to give guests a luxurious space to relax in between treatments.

Two traditional Arabian rasul treatment rooms, offering a relaxing detox



■ thespa also announced a brand partnership with Elemis



There has been a steady rise in the demand for spa days

Jennifer Butters

experience through the combination of mud, steam and heat, have also been added.

Jennifer Butters, spa manager, said: "There has been a steady rise in the demand for spa days so it's great news that we can now accommodate more people looking to make the most of their leisure time. We are always looking at ways in which we can improve."

[More: http://lei.sr/N8N8W_0](http://lei.sr/N8N8W_0)

Work to start on new spa at Milsom Kesgrave Hall

Milsom Kesgrave Hall Hotel, a luxury hotel in Suffolk, UK, has unveiled plans to build a new spa, with building work expected to begin as soon as this month (April).

The spa, expected to complete in November this year, will be located in a standalone building separate from the hotel and will feature five timber-built double treatment spaces, inspired by the hotel's surrounding woodland, with further plans to add a steam room, sauna and gym at a later date.

Plans for the £1m spa were first revealed in 2017. [More: http://lei.sr/M5f4H_0](http://lei.sr/M5f4H_0)

MAJOR REFURBISHMENT

Mandarin Oriental Hyde Park reopens

The Mandarin Oriental Hyde Park, London, an ultra-luxe hotel located in one of the UK capital's most affluent districts, has reopened following a £100m renovation.

The extensive overhaul – the largest in the building's rich 117-year history – included a complete redesign of the large luxury spa.

Designed by New York-based interior specialist Tihany Design, the spa unites traditional Chinese elements with a contemporary environment and features 13 single treatment rooms and an Oriental Suite, designed for couples.

Among its signature facilities is a consultation room for traditional Asante Chinese Medicine treatments and a Bastien Gonzalez nail studio.

There is also a zen colour therapy relaxation area, vitality pool and an amethyst crystal steamroom.

The spa's treatment menu will feature a wide range of Mandarin Oriental's own signature therapies, as well as a range of treatments using Mandarin Oriental's signature oils, as well as products from brand-partners Aromatherapy Associates, Sodashi and Linda Meredith.

[More: http://lei.sr/b3Z7p_0](http://lei.sr/b3Z7p_0)



■ Signature spaces include an Oriental Suite designed for couples



Designed by New York-based interior specialist Tihany Design, the spa unites traditional Chinese elements with a contemporary environment

DESIGN SPA

Jouin Manku designs spa for opulent Mayfair project



The 10,000sq ft spa centre will feature a lounge, swimming pool and two treatment rooms

The Mayfair Park Residences, an upscale development currently under construction in London, will boast a variety of leisure facilities, including a spa created by French interior designer Jouin Manku.

The new property, which overlooks Hyde Park, will comprise 26 one- to four-bedroom apartments as well as an eight-bedroom penthouse.

The residences will also play host to a 10,000 sq ft (929 sq m) spa centre with a residents' lounge, swimming pool, hydrotherapy pool, sauna, steam room, and two treatment rooms.



■ The site will be managed by The Dorchester Collection

The building, formerly a 1970s office redevelopment, was reimagined by London-based firm, PLP Architecture.

The residences – expected to be completed in 2020 – are being developed by real estate firm Clivedale London

[More: http://lei.sr/6K2r5_0](http://lei.sr/6K2r5_0)

TAP INTO THE OPEN WATER SWIMMING TREND

IQL UK



A NEW AWARD TO HELP OPERATORS AND TRAINER ASSESSORS CATER FOR THE GROWING DEMAND FOR OPEN WATER SWIMMING

The NEW Pool to Pond award targets regular swimmers who want to try open water swimming for the first time! The award's been designed to support these customers as they safely make the transition from the swimming pool to open water.



- Designed so it can be delivered flexibly to meet the needs of both operators and participants.
- Typically delivered over five sessions, the first four sessions are delivered in a classroom and swimming pool, with the final session taking place at an open water venue allowing participants to swim in open water.
- Pool to Pond Instructors teach participants the core skills needed for open water swimming as well as how to keep safe in lakes, rivers and the sea. Other topics covered include open water equipment and how to plan and prepare for open water swims.

“Open water swimming continues to grow in popularity with thousands of people taking part in events across the UK every year. Our new Pool to Pond award allows operators to tap into this trend by offering their customers a safe introduction into the activity, while securing new revenues.”

JO TALBOT, DIRECTOR, RLSS UK

HOW TO BECOME A POOL TO POND INSTRUCTOR

Open Water Lifeguard Trainer Assessors and National Vocational Beach Lifeguard Qualification Trainer Assessors can upskill online to deliver Pool to Pond;

rlssdirect.co.uk/checkout/login

Holders of a Triathlon Coaching or Swimming Teacher qualification with open water experience can also complete an online Pool to Pond Instructor application;

rlss.org.uk/pool-to-pond

For more information or to book on a Pool to Pond course near you, visit rlss.org.uk/pool-to-pond, email mail@iql.org.uk or call our Customer Services team on **0300 323 0096**

IQL UK



Attractions news

FUNDING

£36m fund for coastal museums and heritage



The money has come from the government's Coastal Communities Fund and its Coastal Revival Fund

The government has created a £36m fund to help develop and improve tourist attractions, create jobs and promote socio-economic growth around the British coast.

70 projects in coastal areas of Britain will share the pot, which has been allocated to new museums, heritage sites, historic buildings and innovative businesses. The money has come from the government's Coastal Communities Fund and its Coastal Revival Fund, which have already invested a combined £180m (US\$236m, €210.1m) in more than 350 projects so far across the UK.



■ Blackpool is among the towns to benefit

£1.8m has been awarded under the scheme to deliver a museum on the site of the former Sands venue in Blackpool, Lancashire – Britain's first museum telling the story of Blackpool and its role in the development of British popular entertainment and the great British seaside holiday.

[More: http://lei.sr/j5K3b_0](http://lei.sr/j5K3b_0)

TOURISM

€15.5m fund to transform local Irish attractions

Irish tourism body Fáilte Ireland has created a €15.5m (£13.3m) fund for towns around the country that have tourism potential and boast existing, large-scale visitor attractions.

Split among up to 62 towns that can demonstrate their "untapped potential" for tourism, the pot will provide "a springboard to develop towns with untapped potential from transit zones to destinations where visitors want to stay longer and experience the local culture," said Paul Kelly, chief executive of Fáilte Ireland.



■ Nenagh in County Tipperary has a prominent castle – which could make it viable for the fund



The grants will provide a springboard to develop towns

Paul Kelly

Applying towns must already have in place at least one visitor attraction of a scale significant enough to drive tourism demand, at least 300 beds for visitors and be deemed to be able to engage visitors for 11 hours a day.

"There is an undiscovered Ireland, both in places already well established and in those off the beaten track," said Kelly.

[More: http://lei.sr/h4S4m_0](http://lei.sr/h4S4m_0)

SMG opens new training academy

The Science Museum Group (SMG) has opened a new training and education facility as part of its Science Museum Group Academy arm at Manchester's Science and Industry Museum.

The new hub is the company's first in the north of England, with the original operating at the Science Museum in London, and will provide training for teachers to help them boost science engagement and learning outside of the classroom.

At the Academy, teachers will learn about techniques designed to help them engage students with STEM.

[More: http://lei.sr/c3Q5n_0](http://lei.sr/c3Q5n_0)

MAJOR PROJECT

World's largest planetarium for Wales?

A new £40m (US\$52.8m, €46.8m) planetarium at the site of a former coal mine in Wales will be one of the world's largest when it is built, according to plans.

Based at the Tower Colliery, which was the oldest continuously working deep coal mine in the UK until its closure in 2008, Planetarium Wales is an ambitious project that will feature a planetarium theatre, an experiential discovery centre and an education and research centre.

The initial planning and feasibility studies for it have been completed and Dark Sky Wales, the company behind

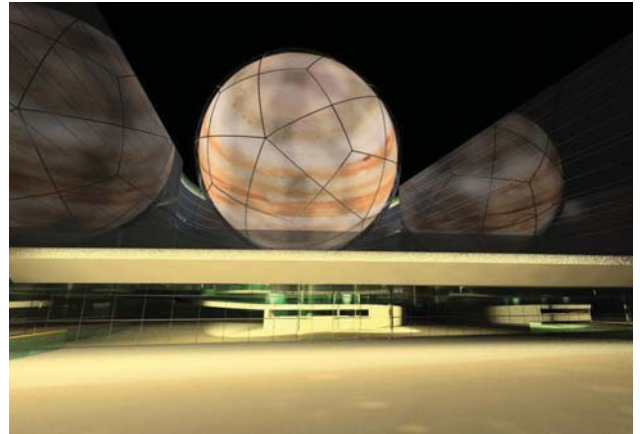
Planetarium Wales, is now in the process of finalising those plans and taking consultations.

Sir Tim Smit, the man behind Cornwall's Eden Project, has publicly backed the idea, which he hopes will be a driver behind economic regeneration in the Valleys and the Glamorgan area of South Wales.

"This is a great opportunity for Wales," said Smit.

"The Eden Project showed the positive impact such developments can have on the local economy. It has become a symbol of regeneration in areas, such as South Wales, that have similar demographics."

[More: http://lei.sr/y4a4f_0](http://lei.sr/y4a4f_0)



■ The project is being driven by a company called Dark Sky Wales



Eden Project showed the positive impact such developments can have

Tim Smit

SCIENCE ATTRACTIONS

Techniquest to use fish as power source of expansion



We have a proud tradition of introducing new ideas

Lesley Kirkpatrick

Science discovery centre Techniquest is building a £5.7m (US\$7.4m, €6.6m) expansion that will more than double its exhibition space and use a remarkable power source – fish.

Techniquest's new building, called Science Capital, sits on Cardiff Bay in the Welsh capital and the centre has consulted a number of STEM, energy and marine biology specialists across Wales for the Scale-ectric power project.

Bream, carp and rudd in the bay will be penned into a smaller area near the building for up to an hour a day. There, motion sensitive wires will

capture their energy and transfer it back to Techniquest for use as power.

"At Techniquest we have a proud tradition of introducing innovative new STEM-based education and ideas across Wales, and we feel that project Scale-ectric is absolutely in keeping with this," said Techniquest CEO Lesley Kirkpatrick.

[More: http://lei.sr/f8a9d_0](http://lei.sr/f8a9d_0)



■ The new building will be called Science Capital

Protein Myths: food-first is best

A documentary investigating the consumption of protein by gym members has suggested that food-first products are best – and that plant-based ones are healthier



■ Consuming additional protein through a supplement if you're eating enough already will very likely be pointless

People should go back to the fundamentals and gain an awareness of how much protein they actually have in their diet

Gym goers that guzzle back a protein shake post-workout to help build muscle mass and speed up recovery could be doing themselves more harm than good, according to a new documentary.

The *Game Changers* film sought to dispel the myth that meat is the best type of protein to build muscle or power the body of an elite athlete. It presented a rather more complex picture of proteins, and how different types can help or hinder the body.

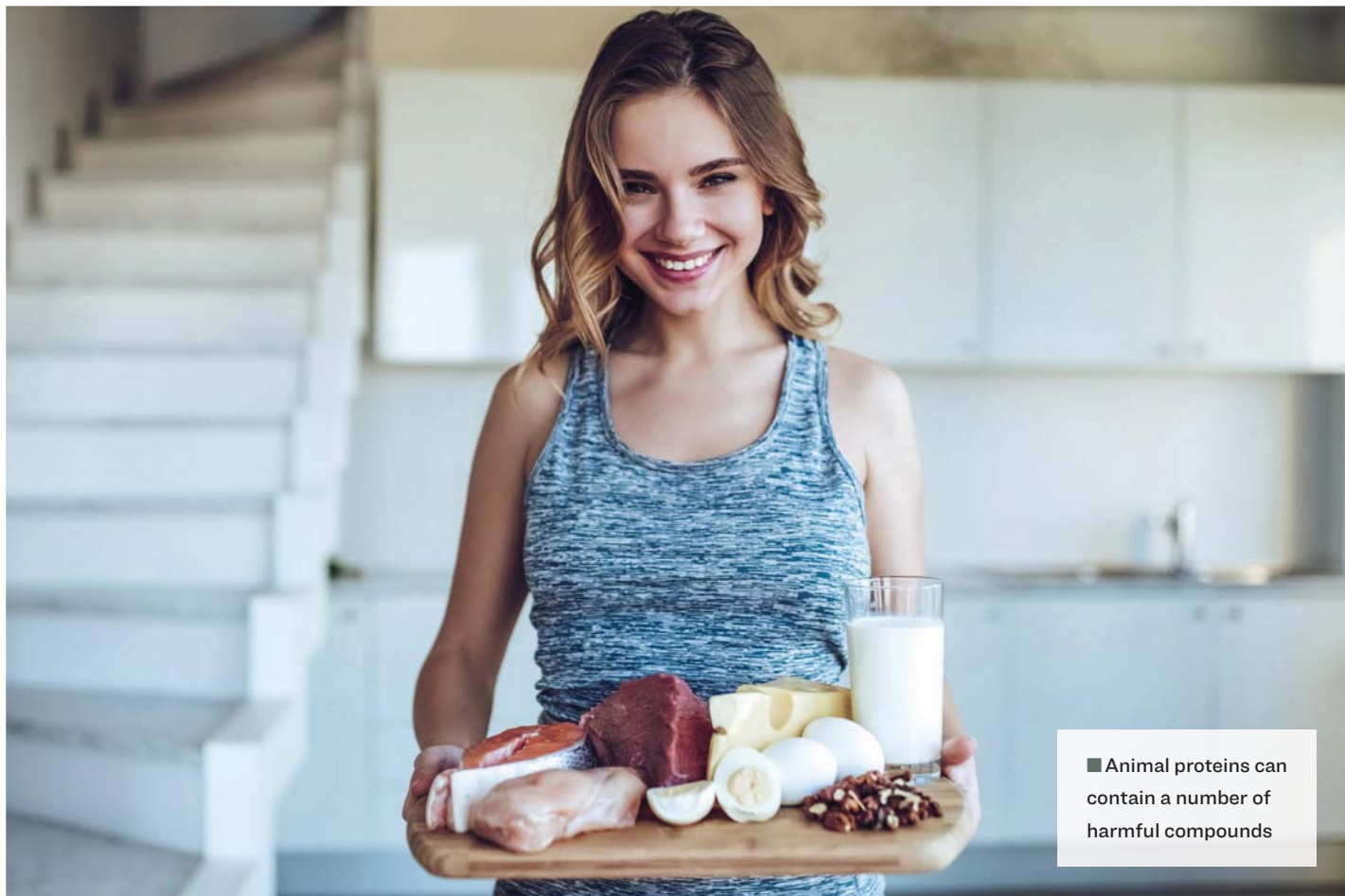
While animal proteins contain a number of harmful compounds, plant-based proteins contain a package of compounds that promote health.

“Rather than demonise – or deify – all dietary protein, it serves us to dig one layer deeper and really question the source,” says former elite athlete and producer of the movie James Wilks.

“While research demonstrates that diets heavy in animal protein increase risk of disease, people who eat more plant protein gain protection.”

His advice to health clubs was to offer plant-based protein shakes, and to be aware that use of them alongside milk-based products will impair the effect of the plant-based solution.

One thing that many gym goers will fail to factor into their routine is how much



■ Animal proteins can contain a number of harmful compounds

“ To see real gains, people need a consistent, nutrient-rich dietary consumption, tailored to their goals ”

protein they are eating as part of their general diet. In the UK, on average, we eat almost double the protein that we need, according to Victoria Taylor, senior dietitian at the British Heart Foundation, and higher consumption of meat has been linked to increased risks of coronary heart disease, diabetes, and some cancers.

Consuming additional protein through a supplement if you're eating enough already will very likely be pointless, says Professor Philip J Atherton, chair of clinical, metabolic and molecular physiology at the University of Nottingham. “The body can only store a finite amount of protein. If muscles are beyond the threshold, the excess protein will be diverted away and excreted.”

Professor Atherton advises people to “go back to the fundamentals and gain an awareness of how much protein they have in their diet”, before resorting to supplements. In fact, adopting a

“food-first” approach and tailoring intake to goals is the best way forward, according to Jason Fligg, a performance nutritionist and founder of Sport and Exercise Performance.

“To see real gains, people need a consistent nutrient-rich dietary consumption, tailored to their goals,” he says. “I focus on helping my clients make lifestyle changes, as well as educating them on supplement use and informing them of food-first approaches.”

While agreeing with the food-first approach, Kiri Elliott, senior dietitian at the British Dietetic Association, understands that there may be times when a supplement works best.

“If people are busy and training multiple times a week, then it can be more convenient to have a protein supplement as opposed to real food, due to the short window after exercise when it is optimum to take on protein to build muscle.” ●



■ James Wilks, a former mixed martial arts athlete and produced of the film, says it is useful to question the source of protein



This accessible
high-quality museum
celebrates important local,
national and international
sporting history

Vicky Hope-Walker



The power of sport

A visitor attraction celebrating the Paralympic movement has opened in England, showcasing a collection of objects previously unavailable to the general public



■ The centre is focused on the story of Sir Ludwig Guttmann, considered the founder of the movement

A world first heritage centre, dedicated to the Paralympic movement has opened in Stoke Mandeville, England, telling the story of disability sport from its inception in the 1940s to present day.

The main exhibition for the Paralympic Heritage Centre was developed by design consultancy Mather & Co and is located at the Stoke Mandeville Stadium in Aylesbury, Buckinghamshire – the National Centre for Disability Sport in the United Kingdom.

The father of Paralympics

The centre is focused on the story of Sir Ludwig Guttmann, who encouraged wounded WWII veterans to play sport for spinal injury rehabilitation while treating them at Stoke Mandeville Hospital, which then led to the Stoke Mandeville Games and eventually the Paralympic Games. The



■ The centre houses a number of interactive displays and exhibits

The project includes a nationwide programme of regional exhibitions in a number towns around the UK

Heritage Lottery Fund (HLF) awarded the National Paralympic Heritage Trust £1m (US\$1.3m, €1.2m) for the project, helping its entire collection to be digitised and preserved for future generations.

The collection has also been archived, catalogued and shared to reach the widest audience possible, while a nationwide programme of regional exhibitions are also displayed or to be displayed in Norwich, Manchester, Bradford, Bath and London to share the Paralympic story with people across the UK.

Touch and feel

Visitors have tactile access at the centre, with items on display for handling including a goalball, a para-hockey blade, the latest Ottobock running blade and a collection of wheelchairs dating from the 1950s right up to the

present day – showing how technology has transformed the Games.

"This accessible high-quality museum celebrates important local, national and international history," said Vicky Hope-Walker, project manager at the National Paralympic Heritage Trust.

"It tells the story of the Paralympics from its birth in 1948 through to today, with displays on Professor Sir Ludwig Guttman, a timeline, wheelchair sport and celebrations."

The heritage centre is supported by the British Paralympic Association, WheelPower, British Wheelchair Sport, Aylesbury Vale District Council and Bucks County Council.

Beyond HLF, funding was also received from AIM Biffa Award 'History Makers' Programme, the Rothschild Foundation, Aylesbury Vale Community Chest, Heart of Bucks and the Wellcome Trust. ●



■ The centre charts the history of the Paralympic movement from its birth in 1948

LOOKING TO RECRUIT?

For over 30 years
Leisure Opportunities
has helped organisations
across the leisure industry
to find the best talent available.

Contact us to post your job today!

call: +44 (0)1462 431385

email: leisureopps@leisuremedia.com

live chat: [leisureopportunities/livechat](https://leisureopportunities.com/livechat)



leisure opportunities

[@leisureopps](https://twitter.com/leisureopps)

Your careers & recruitment partner

WEBSITES ■ EZINES ■ INSTANT ALERTS ■ PRINT MAGAZINE ■ PDF MAGAZINE ■ DIGITAL MAGAZINE ■ SOCIAL MEDIA

leisure opportunities

Your careers & recruitment partner

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

Tell me about Leisure Opps

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

How does it work?

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

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

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

What are the most powerful features?

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

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

I hear you're part of Leisure Media

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

What packages are available?

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

Is there more?

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

What now?

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

Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



General Manager



Trafford, UK | Competitive Salary + Benefits | Closing date: 9th May 2019

Thank you so much for your interest in the role of **General Manager** with Trafford Leisure. It is an incredibly exciting time to join the company, as leisure in Trafford is truly transforming. There is large scale investment, upwards of £60 million; coming into the portfolio of centres ran by Trafford Leisure over the next five years.

Our strategy will see our customer put firmly at the heart of every business decision. This much needed investment aims to secure modern fit-for-purpose facilities that ensure greater uptake and spend per visit, to enable Trafford Leisure to be viable and profitable whilst delivering community benefit in the long term.

The investment is part of a borough wide strategy by Trafford Council and will see levels of physical activity increase to help secure the improved health and wellbeing outcomes for our local Trafford people.

Our first phase of investment starts with Urmston. A planning application for the significant refurbishment of Urmston Leisure has been approved and work will start in Spring 2019 with completion in early 2020.

Further investment is then planned for two new leisure centres in Altrincham and Stretford. The latter being designed for the local community first and then to accommodate a whole new student market generated from the inception of a brand new specialist university campus on the adjacent site. UA92 will present an exciting opportunity for Trafford Leisure to grow the business with an influx of circa 6,000 students in the local community over time. Development options are still being considered for Sale which would then complete the transformation of the four main centres.

So as you can see, exciting times ahead!

We have a fantastic opportunity for an innovative, experienced Leader to join our team.

You will have a real flare for motivating a team to hit challenging targets and adhere to meticulous standards.

A bold, creative, strategic thinker, your positive 'can-do' approach serves as a real inspiration to everyone around you.

This role is varied from confidently managing a budget to recruiting, developing and retaining the key members of your team. You are passionate about the customer experience, exceeding expectations in all areas.

Bringing your current knowledge of Leisure and lifestyles along with a proven track record of operating multi-purpose facilities you will develop and create stronger links with our community partners and demonstrate the behaviours consistent with a successful leader.

You would be rewarded with a competitive salary, great benefits package including healthcare, career progression and continuous professional development.

Sounds interesting right?

If this sounds like it could be your next move then please send your up to date CV together with a covering letter outlining why you would be the perfect fit for Trafford Leisure and outlining your salary expectation by clicking on the apply link below, we would love to hear from you!

We look forward to receiving your application.

Trafford Leisure is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be based on merit.

For more information and to apply: **<http://lei.sr/q7g4A>**



Group Head of Aquatics

Are you ready to take on the challenge of a lifetime?

Teaching over 50,000 babies and toddlers per week across six different countries, Water Babies is the largest pre-school swimming company in the world. We are looking to appoint a highly talented and experienced Group Head of Aquatics to take the lead on what is the core of the business and shape the company's aquatics programmes across the UK and internationally.

The Head of Aquatics will work with the franchise network to ensure the highest quality swimming lesson provision is in place company-wide and will be an integral part of the franchisor team.

The role will require you to work closely with our UK and international franchisees, head office team and over 600 teachers, therefore experience of managing both aquatics and workforce development programmes will be key to the success of this post.

You should be an exceptional communicator, with proven and successful experience of working with NGBs, Awarding Bodies and related organisations as well as individuals from a wide range of backgrounds.

The post will be full time and permanent and we will reward you with a competitive salary and company benefits package.

Closing date for applications is 12 noon, 31st May 2019.

To apply for this exciting role, please go to <http://lei.sr/1G8t6>

**water
babies**
learn for life®

hollywood bowl



GENERAL MANAGERS

Outer and North London, UK

Salary: £37,000 - £42,000 per annum Plus Market-Leading Bonus

Ever fancied joining a rapidly growing Market-Leading business, offering a fun, vibrant working culture, with optimum opportunities for personal development, along with highly lucrative incentives?

..Then you've come to the right place!

We're currently seeking out talent for our Outer London and North London centres. If you're a team-centric, hands-on General Manager, with a firm focus on both the customers and the commercials, and a talent for maximising multiple revenue streams; we want to hear from you!

With 60 centres across the UK, built on the market-leading Hollywood Bowl and AMF brands, and exciting expansion plans ahead; there's never been a better time to join us!

As a Hollywood Bowl General Manager:

- **Be the complete Business Manager.** You'll enjoy the freedom to make a real impact across sales and marketing for all 4 revenue streams, driving the optimum financial and commercial performance of your business, in the ever changing leisure sector!
- **Be the Customer Service Champion.** Lead, motivate and inspire your team to deliver service that delights our customers and keeps them coming back for more!
- **Be the Leader and People Developer.** Recruit, develop and motivate the most energetic and engaging team members. Give them the knowledge and skills to drive business performance. Support and coach them, through monthly reviews and behavioural goals.
- **Be Commercial.** Bring the sharp financial insight to manage a successful P&L and drive the outperformance of your centre on a consistent basis.
- **Make it Playful.** We love fun, 'feel-good' people who are enterprising and full of fresh ideas - individuals with the infectious enthusiasm that makes everyone feel welcome!
- **Be a Dynamic Operator.** This is the place for your ideas - a place where you can develop business plans for your centre, work against your own personal, agreed objectives (as well as set KPI's) - and measure the effectiveness of all expenditure to ensure a maximum return on your investment. Be Rewarded.

Along with a highly competitive salary and every opportunity to progress, you can expect:

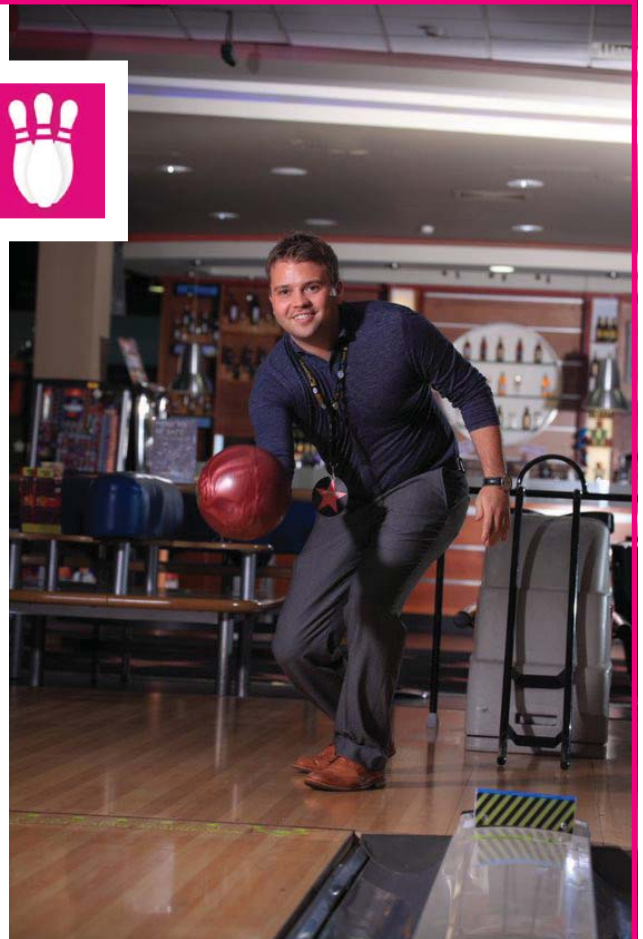
- A Market-Leading Bonus Scheme - Earn up to 25% of base pay as well as an annual uncapped out-performance bonus
- Healthcare Cash Plan
- Long-Term Investment Plan
- Free Bowling!
- Team Member Discount Card - 30% off Food & Drink! (Plus further reductions whilst on shift!)
- 28 days' holiday
- We also offer a Senior Leadership Development Programme for General Managers looking to progress their career

What's next?

We're hosting a Recruitment Event near you, where you can expect:

- An interactive Presentation delivered by our Regional Support Manager, discussing future plans for Hollywood Bowl, career opportunities, and 101 reasons to join the business!
- A Centre Tour, hosted by an experienced General Manager, who will give you a realistic overview of 'a day in the life of'.
- A short one-to-one interview.
- And of course, there will be free bowling and a bite to eat!

We don't want you to miss out on this great opportunity to become part of our team - apply today to receive your invitation to an event near you!



APPLY NOW
[HTTP://LEI.SR/P3R5G](http://lei.sr/p3r5g)



Junior Sales Executive / Sport Animator

Location: Dublin, Ireland
Competitive Salary + Benefits

We are currently seeking a Junior Sales Executive / Sport Animator to join our successful Teqball International team.

This is an exciting opportunity to develop and work within the sports industry with the fastest growing sport in the world. The role will involve learning the sales process, liaising with customers, demonstrating the sport of Teqball and maintaining our excellent customer satisfaction levels.

We are looking for a positive and personable individual to fill this junior sales position, experience as a football player and all-around sports enthusiast is essential for the role.

If you think you'd be suited to this role and would like to find out more, click apply now and submit your CV.

Apply now: <http://lei.sr/k6n6b>

SWIMMING INSTRUCTORS



Currently recruiting for venues in:

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

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

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

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

Instructor benefits

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

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

The essential ingredients

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

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

Interested?

APPLY NOW <http://lei.sr?a=y8j2S>

SO YOU CAN
TURN YOUR PASSION
INTO YOUR CAREER.



WE ARE HIRING

Finding your fit. It's what The Gym is all about. No matter your shape or size or experience, there's a place for everyone here! Seeing everyone at The Gym grow by taking on amazing development opportunities in a growing business, and trying their arm at new things gives us a warm fuzzy feeling. And we want everyone who comes to us to get a piece of that amazing just-smashed-my-personal-best action. The Gym is where you take yourself to the next level.

- **GENERAL MANAGERS**
- **ASSISTANT GENERAL MANAGERS**
- **PERSONAL TRAINERS/FITNESS TRAINERS**
- **CAREERS IN GYM SUPPORT**

Come and find your fit at The Gym, head to
www.thegymgroup.com/careers.

the
gym.
find your fit



We are recruiting apprentices from 16-60+

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

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

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

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



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



NATIONWIDE **APPRENTICESHIPS** NOW AVAILABLE!

Do you want a career in the Leisure, Sport and Fitness industry?

Everyone Active offer 12-month apprenticeship contracts and are looking for candidates who are keen to work in the sports and leisure industry.

Our apprenticeships are available in a wide range of leisure roles which include lifeguarding, gym instructing, multi-skilled activity leading, reception and swim instructing apprenticeships. No qualifications or previous experience are required to apply.

Why Everyone Active?

Become part of our family and you will receive a free membership to over 180 leisure facilities nationwide, plus great development and career opportunities and a host of other great benefits!

Find out more and register your interest today at
www.everyoneactive.com/about-us/careers/apprenticeships

EVERYONE CAN EARN WHILE THEY LEARN

f facebook.com/everyoneactive

t @everyoneactive



INVESTOR IN PEOPLE

everyone
ACTIVE



WE ARE RECRUITING NATIONWIDE

EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



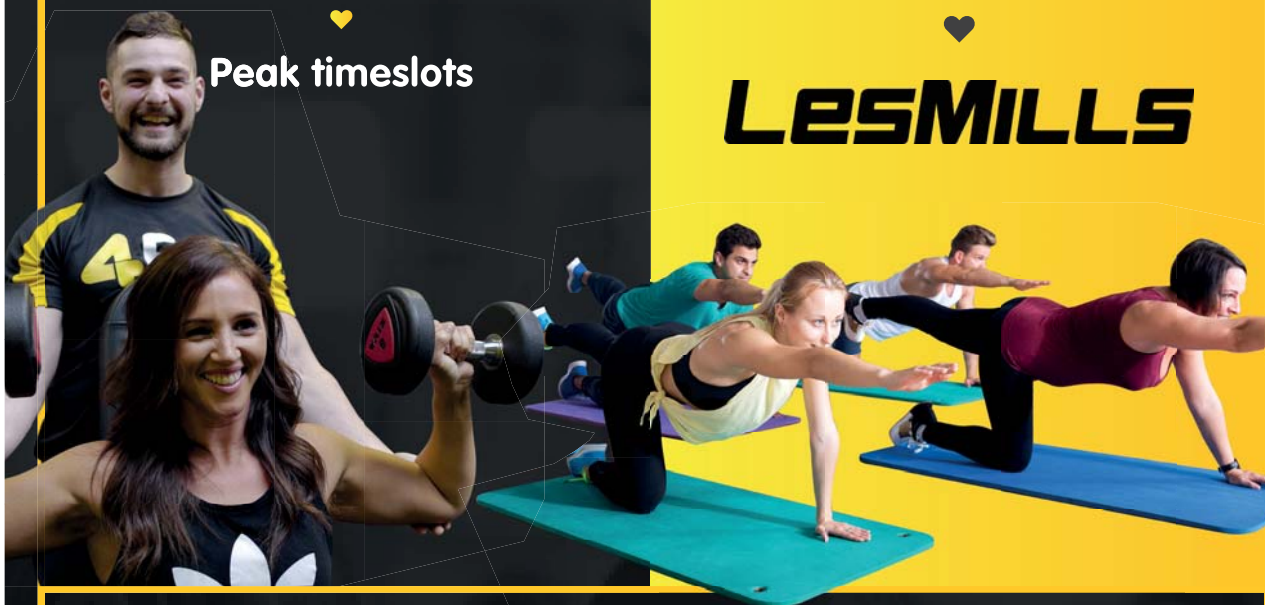
Back to back classes



£20 per hour



LES MILLS



Send your cv and cover letter to
stacey.gould@xercise4less.co.uk

LEISUREFORCE & SPORTSJOB4WOMEN

*The greatest & longest established
international sports jobs agencies
in the world for over 30 years*

**Take advantage of our long international
experience & feel assured in your job search.**

Female Personal Trainer / Wellness Coach

Salary: IRO £1,900 (tax free) + 10% commissions on PT

Location: Middle East, Bahrain

Benefits: Free accommodation, annual flight, medical care, visa costs & 30 days holiday

Requirements

A degree in Sports Science specific is ideal but minimum REPS Level 3 with added Rehabilitation, Fitness Assessment & Nutritional modules is acceptable. These will be needed for this specialised Wellness Clinic for Ladies Only that offers the only CHEK Institute recognised trainer facility on the island of Bahrain.

With the above in mind, our client needs at least 5 years post-graduation experience in the role of being a one-on-one exercise professional who can assess, quantify & then prescribe a bespoke program for each customer. The CHEK training techniques specialise in postural correction and strengthening, all linked with your core-strength and all done with a holistic viewpoint.

If this area of wellness practise is your career passion and also further study, then this opportunity will a great career move for you.

The Company

A specialist Wellness Clinic for ladies only that is based on the friendly and sunny island of Bahrain. This facility offers a unique service on the island in the form of a registered CHEK operating service (<http://chekacademy.com>).

The General Manager is a British woman known to SPORTSJOB4WOMEN for many years and her local business sponsor has also been met by us in London. This agency has also already successfully posted three other candidates at The Holistic Clinic so you will be joining them as part of the wellness team.

All shortlisted candidates selected will be required to personally attend an interview in London or another major city in the UK. Applications of interest are recommended ASAP by sending us your CV if you consider you have what it takes from the above specification.

LeisureForce and SportsJobs4Women are part of the greatest and longest established international sports jobs agencies in the world for over 30 years!

Vacancies for female-only applicants are due to religious and cultural restrictions in the Middle East and as such qualify as 'genuine occupational requirements' within current employment legislation.

Call Simon directly for a chat and to find out more on +44 (0)1590 676379

www.leisureopportunities.co.uk/jobs/SportsJobs4Women

www.sportsjobs.net / www.sportsjobs4women.net

In line with recent UK & EEC-inspired confidentiality regulations, UFG is GDPR compliant & is also registered with the ICO in the UK (# Z4710886). This professional status is a reassurance to all our registered candidates that your confidential details stored with us, are strictly controlled & limited for the sole purpose intended of sourcing international employment for you and according to your instructions.





Area Sales Executive (South East)

SALARY: BASIC + COMMISSION, OTE £29,000 - £34,000

LOCATION: IDEALLY BERKS, BUCKS, BEDS, HANTS, HERTS, OXON, SURREY, ESSEX, SUSSEX OR KENT

We are a fast-growing fitness company is looking for an Area Sales Executive to join our team to help cover the South East of England.

Creators of FloatFit - workouts on water using the AquaBase, the original floating exercise mat. We offer the complete solution - equipment, instructor training, class content and ongoing support internationally with classes running from Scotland to Australia.

We are a small team working with regional providers and national chains including Parkwood Leisure, Places for People and Everyone Active. We work at a fast pace and offer excellent benefits and rewards for hard work and commitment.

This is a fantastic field-based opportunity for a talented sales professional to work hard and grow with the business. You will be covering the South East of England (including London).

For more information and to apply now: <http://lei.sr/j5m2a>



Head of Cultural and Community Services

LOCATION: DERBYSHIRE, UK **SALARY:** UP TO £65,000

South Derbyshire is a beautiful and successful place, with a thriving visitor economy alongside an expanding business sector, and more and more people every year choosing to make our busy market towns and friendly villages their home. And this change and improvement is rooted in a deeply-held, shared set of values: a rich and continually-renewed story of ourselves.

Following a recent restructure which created a number of new Head of Service posts, we are inviting external applications for this exciting, visible and vital role. It's an extremely attractive opportunity to play your part in the future of South Derbyshire. We want to hear from credible people who can offer expert advice across their portfolio: proactive, collaboration in delivering the bigger picture. A track record of innovation will be tempered by an acute understanding of how to manage risk: you must 'do the detail', and be able to bring others with you.

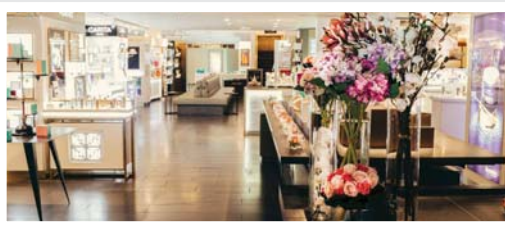
Political awareness and a commitment to communities are essential.

The rewards of living and working in this stunning, flourishing and well-connected part of the world speak for themselves; but perhaps equally important is the career boost that these exceptional roles will offer.



Click link for more information <http://lei.sr/T207K>

URBAN RETREAT



VACANCIES

Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring.

Be a part of this amazing team set to redefine the London beauty scene.

We are currently recruiting for 2 roles and are looking for individuals who are hardworking, highly skilled and professionals! If you are someone who has real passion for the beauty industry, who would like to be part of the best team in luxury surroundings, and able to provide services of the highest standards then we'd love to hear from you!

Beauty Therapist

Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills

- Fluency in English and excellent communication skills
- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

Hair Specialist

For the right candidate, The White House are offering the opportunity to spend three weeks training in the Frederic Fekkai salon in NY.

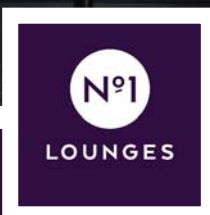
Essential key skills:

- Minimum 3 years shop floor and column generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way
- Good command of English both verbally and in written communication

- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

To find out more about these roles click the link below!

Apply now: <http://lei.sr/J5o9Z>



Spa Beauty Therapist

Location: London Heathrow Airport
Salary: £24,000 – £25,500 plus benefits **Full & part time positions available**

We are looking for an exceptional therapist who is passionate about providing first class customer service to exceed our guests' expectations. A brilliant opportunity to work as a Spa Beauty Therapist in a unique airport environment.

We offer a wide range of beauty treatments, massage therapies and body treatments in luxurious surroundings where the emphasis is placed firmly on enhancing our guest's peace and relaxation and overall sense of wellbeing before they take a flight. Our treatments have been specially designed for the discerning traveller both men and women so that everyone who visits the Travel Spa can enjoy a perfectly rounded spa experience.

Our menu of spa experiences includes:

- Aromatherapy Associates massages ranging from 10mins to 85mins
- Full body scrubs
- Dermalogica facials
- Lycon full body waxing warm and hot wax
- OPI lacquer and gel polish manicures and pedicures
- Eyelash/ eyebrow tinting

Being a Spa Therapist you will play a major role in taking our guests on a journey of pure bliss and relaxation, providing the highest standard of treatments as well as preparing treatment rooms and refreshments. You will have excellent attention to detail, ensuring you deliver the experience expected from an elite establishment.

Therapist Attributes/Experience:

- Beauty Therapy Level 3 minimum or Holistic level 3 or Equivalent.
- A confident and welcoming personality.
- Driven by customer care.
- Flexibility to working hours.
- Effective at communicating. Ability to "upsell" and promote retail sales to enhance the guests experience in an unobtrusive manner.
- Impeccable appearance.
- Willingness to learn new treatments.
- A good level of spoken and written English.
- We are based at an international Airport so own transport is not essential as there are excellent public transport links.
- This role can be flexible hours to suit your home/personal life.
- Our peak times are weekends and school holidays.
- We also operate 365 days a year.

Due to our location within the airport, a full 5-year working history in the UK and a clean criminal record is required to allow us to apply for a security ID before your employment commences.

Amazing Package on offer includes:

- £10.50 per hour basic rate + 10% retail commission + 5% treatment commission, average earnings are £24,000 - £25,500.
- Health Care Scheme
- Pension
- Free lounge visits
- Amazing working environment, uniform and staff meals included

We look forward to receiving your application! Apply now: <http://lei.sr/f5F5k>



VACANCIES NATIONWIDE

Competitive Salary & Benefits

Superbowl UK are currently recruiting for a number of exciting positions across the UK:

-  **REGIONAL MANAGERS**
-  **GENERAL MANAGERS**
-  **DUTY MANAGERS**



With strong expansion plans, Superbowl UK expects to double the size of their operation over the next 3 years taking us to around 18 venues across the UK.

**If you'd like to be a part of our growing organisation
click apply now link below to find out more!**