

leisure opportunities

28 May - 10 June 2019 Issue 763

Your careers & recruitment partner

Report: UK fitness sector worth £5bn

The UK health and fitness industry is healthier than it has ever been, according to *The 2019 State of the UK Fitness Industry Report*.

Published by The Leisure Database Company (LeisureDB) this month, the report shows that the value of the market now exceeds £5bn for the first time.

It also shows that the number of gym members has reached a record high and that there are now more health clubs and gyms than at any time in history.

The total UK membership has broken the 10 million mark, resulting in a penetration rate of 15.6 per cent.

Overall, the 2019 report highlights that the industry – during the 12-month period to the end of March 2019 – has seen increases of 2.9 per cent in the number of fitness facilities, 4.7 per cent in the number of members and 4.2 per cent in market value.

Pure Gym and GLL remain the UK's leading private and public operators (by the number of gyms



■ There was an increase of 2.9 per cent in the number of UK fitness facilities during 2018-19

and members). In 2018, Pure Gym became the first operator to reach 200 clubs and this year they are joined by GLL (with 203 gyms).

"As seen in the record-breaking figures from this report, the UK is enjoying a golden period of growth and exciting development across the fitness sector," said David Minton, director of LeisureDB.

[More: http://lei.sr?a=n3s5c](http://lei.sr?a=n3s5c)



The UK is enjoying a golden period of growth

David Minton



FITNESS

Rebranded Hussle partners with Three UK

Fitness marketplace secures deal with telecoms giant

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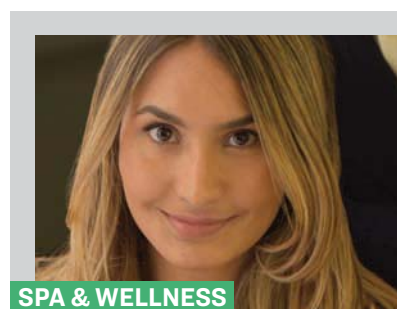


SPORT

"Think differently" to get all parts of society active

UK Sport chief wants sector to re-evaluate its approaches

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SPA & WELLNESS

Urban Retreat to open flagship London site

MD Reena Hammer: "We want to transform sector"

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GRIT ATTRACTS

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NEW MEMBERS

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AMELIA TRUMP, STUDIO CO-ORDINATOR
AT BH LIVE: MOUNTBATTEN CENTRE

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Cate Atwater: UK leisure sector is in a "race to the bottom"

Procurement practices are driving a race to the bottom in the delivery of public leisure services, according to Community Leisure UK CEO Cate Atwater.

Her organisation is the membership association representing charitable leisure trusts in the UK, and was known as Sporta until a recent rebrand.

Speaking to *Leisure Opportunities*, Atwater said she was worried about the pressures being put on the delivery of public leisure services, stating that "services right across the board are under strain to achieve the same or even more, with less investment.



■ Atwater said public services are under significant strain

"Every public service is under pressure, and in leisure we're in a race to the bottom driven by procurement practices"

The challenges are significant and the need for services is increasing right across the life course," she said.

"Services are under pressure and in leisure we're in a race to the bottom driven by procurement practices."

Atwater also called for more support for local authorities in making "longer-term, insight-driven and outcomes-based decisions" in relation to public leisure services, focusing on areas such as partnership, collaboration and building trust and co-ownership. She went on to express the need for central leisure policy "ownership" and long-term strategising, to enable services to develop and be supported in the future.

Making public leisure services a statutory service would provide "central government oversight, care and ownership, and would drive a need for collaboration", she said.

GB Hockey chief Sally Munday appointed chief executive of UK Sport



■ Munday was awarded an MBE for services to hockey in 2013 and will take up her role at UK Sport later this year

Sally Munday, the current chief executive England and GB Hockey, has been appointed CEO of UK Sport.

She joins the nation's high-performance sports agency after having overseen a golden era for the sport of hockey.

During her tenure, Team GB women secured their first ever Olympic title at Rio 2016, while the men's team finished fourth at London 2012, their best Olympic Games finish in a quarter of a century.

She has also been accredited with the

"I look forward to implementing the UK Sport strategy leading to Beijing 2022 and Paris 2024"

successful hosting of the Women's Hockey World Cup in London in 2018 and a huge increase in participation in the sport since London 2012.

Munday, who was awarded an MBE for services to hockey in 2013, said: "The past decade has been such a successful period for Olympic and Paralympic sport in this country and I'm absolutely delighted to

be given the opportunity to lead UK Sport and follow in the footsteps of Liz Nicholl.

"I know from personal experience that the UK Sport team have played such a key role in supporting the national governing bodies and their athletes in what has been an unprecedented period of success both in terms of medals and bringing major events to this country."



■ Camp said waterparks can reap the benefits of nearby attractions

"Waterparks near to theme parks can achieve attendances up to 20 per cent of the associated theme park numbers"

Nearby attractions help waterparks, says **David Camp**

Combining waterpark ventures with additional attractions, activities and accommodation is the best way to assure their financial success, according to David Camp of D&J International Consulting.

Writing in *Attractions Management's* Issue 1 of 2019, Camp drew upon a project his company had worked on with Europa Park, which is investing around €150m (US\$170m, £128m) in creating the Rulantica waterpark and hotel accommodation in Germany, set to open later this year.

While helping to plan this expansion, Camp said that D&J International Consulting examined a number of theme park and

waterpark destinations around the world.

"We discovered that waterparks built near to theme parks are typically able to achieve attendance levels of between 10-20 per cent of the associated theme park visitor numbers, and often the admission prices for the waterpark are not far below those of the theme park," he said.

"This is a significant additional volume of visitors and revenues that can make a major contribution to the finances of a resort."

He concluded that, with exciting new rides and attractions being developed every year, family water play still stands up to the digital world.

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Tennis Wales appoints **Simon Johnson** as chief executive

Tennis Wales has appointed Simon Johnson as its new chief executive.

Johnson joins the national governing body after having spent seven years at the Lawn Tennis Association (LTA) – a stint which included three years as head of the south west of England.

In his new role, Johnson will oversee work to create a new vision and strategy to grow participation and revenue into the sport in Wales – in partnership with both the LTA and Sport England.

"Our vision will be to work with all our partners across Wales to truly open tennis up to new people"

"We have an incredible opportunity to grow tennis in Wales," Johnson said.

"Our vision will be to work with all our partners across Wales to truly open tennis up to new people, making sure that everyone feels tennis is relevant, welcoming, enjoyable and above all, fun to play.

"This is very much the start of an exciting journey

and I'm looking forward to working across Wales well into the future".

Barry Cawte, Tennis Wales chair, added: "Simon was selected after a very competitive process, as he has all the skills, track record and experience required to be a success in this position.

"We are very excited about the future as Simon takes us into a new era."

■ Johnson will oversee the NGB's work to create a new vision and strategy to grow participation and revenue into the sport in Wales

EMS workouts will benefit all amputees, says athlete and fundraiser **Alex Lewis**

Extreme athlete and quadruple amputee Alex Lewis believes that Electrical Muscle Stimulation (EMS) training should be offered to all amputees, following his own experience of using the technology to prepare for fund-raising challenges.

Lewis spoke to *Leisure Opportunities* while training towards an expedition to climb one of Africa's highest mountains, Ras Dashen in Ethiopia, in September in a hand-propelled moon buggy. The expedition will raise money to open a wheelchair factory in the country.

Since losing all four limbs in 2013 to a rare flesh-eating infection – he was



■ Lewis's next challenge is to gain the summit of Ras Dashen

"I wish I'd found EMS when I was in rehab, as I would have become much more independent much faster"

given just days to live at one point – Lewis has set up The Alex Lewis Trust Foundation, which raises

funds for prosthetics and wheelchair and home adjustments for amputees. The extreme challenges he

now undertakes require a tailored exercise programme, and he has found that EMS, which was recommended for strength gains, core stability and posture correction, is key to his success.

The training works by providing an external stimulus to engage muscle fibres that might otherwise be difficult to target.

Lewis said he noticed dramatic improvements in his physical capacity, strength and posture within weeks.

"I wish I'd found EMS when I was in rehab, as I would have become much more independent much faster with its help," he said. "The kit works different areas of your body at varying levels."



■ Canada's Whistler has become much more than just a ski resort

IAAPA chair **David Rosenberg:** 'Hybridisation' of visitor attractions becoming evident

David Rosenberg, the new chair of International Association of Amusement Parks and Attractions (IAAPA), has welcomed the rise of "hybridisation" in the sector, seeing it as a "big growth area".

Rosenberg was speaking to *Leisure Opportunities* about his plans for his chairship of the industry organisation and was asked about parts of the industry showing growth.

"I was at Whistler last summer. A decade ago, there was almost nothing in terms of tourism because there wasn't really anything to do," he said.

"In July last year it was thriving.

The mountain has become an attraction. It's got things such as the world's highest bridge, mountain biking and hiking activities. Hybridisation might be a buzzword in some ways but it's also become really evident.

Taking a six-month operation and turning it into a year-round attraction is a big growth area."

In the interview, Rosenberg also stressed the importance of sustainability to the sector, recognising the changing expectations of the public on issues such as single-use plastic straws and bottles.

"The mountain at Whistler has become an attraction. It's got things such as the world's highest bridge, mountain biking and hiking activities"

MEET THE TEAM

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MY CAREER

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

Chris Bateman

LIFESAVING TUTOR
STA

Making learning to swim fun and safe for people is very rewarding to me

Chris Bateman began his career as a lifeguard when he was 16. After 18 years in the leisure industry, he now works as a lifesaving tutor with the STA and runs his own swimming school.



with other qualifications such as 'First Aid at Work'. As a swim school owner, employing more than 30 lifeguards, this will save me time and money – it will also be much easier to organise as lifeguards can now renew their first aid qualifications alongside their lifeguard qualifications which was previously done separately."

Tell us about your career

"My first job was as a lifeguard with Torfaen County Borough Council when I was 16, I then became duty officer at Llantarnam Leisure Centre, Cwmbran. I worked as a duty officer for five years, before becoming the leisure centre manager. While I was working as a duty officer, I qualified as a lifeguard trainer/assessor with the STA. In 2004 I set up my own training business CB Training Services, which enabled me to run courses alongside my role as centre manager.

Since then I've trained hundreds of lifeguards all over the country and became a STA tutor for aquatics, first aid, pool plant and health & safety. After nine years I set up my own swim school. Today, we teach more than a thousand children each week and I continue to run numerous STA courses all over the UK."

How has the industry changed?

"It's been amazing to see how much the leisure industry has developed over the years. The most recent example of this is STA's new Pool Lifeguard qualification, which has been developed with the 'real' lifeguard in mind, it covers a lot of topics like dealing with customers, cleaning and new technology such as drowning detection equipment. An industry first, the new qualification is valid for three years and enables a more streamlined revalidation process

Proud moments?

"There have been so many over the past 18 years but I think setting up my training business and swim school is my proudest achievement. It has developed so much over the years thanks to a fantastic team of staff, and it has enabled me to help thousands of people to gain leisure qualifications and teach thousands of children how to swim. Getting to share my knowledge and experience whilst making learning to swim fun and safe for my learners is very rewarding for me."



Chris Bateman runs his own swimming school

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OUTDOOR GYMS

Co-op to fund 20 Steel Warriors gyms

The Co-operative Group (Co-op) will invest a "multi-million-pound" sum to help create a network of street gyms in areas impacted by knife crime.

Working in partnership with anti-knife crime organisation Steel Warriors, the retailer will fund the construction of 20 free community gyms across the UK – each made using steel from knives that have been taken off the street, melted down and recycled.

Accessible to all, the gyms are designed to give young people a free space where they can develop confidence and take part in physical activities.

Co-op's funding will also enable Steel Warriors to

provide a trainer at each gym, responsible for running training sessions for different abilities every week.

Steel Warriors, which has so far built one gym in Tower Hamlets, London, was co-founded by Ben Wintour and Pia Fontes.

"Knives will be taken off the streets and melted down to create new community spaces for people to come together to learn and build new skills through street workouts which enhance their physical and mental wellbeing," said Steve Murrells, CEO, Co-op.

"This is something unique which makes a positive difference."

[More: http://lei.sr/6M6B9_0](http://lei.sr/6M6B9_0)



■ The gyms are designed to give young people a free space where they can develop confidence and take part in physical activities



Knives will be taken off the streets and melted down

Steve Murrells

RESEARCH

Physically active students enjoy better mental health



The research surveyed 3,661 college students aged 16 and over on their physical activity levels, as well as various measures of mental wellbeing

Physical activity could be a major tool in battling rising levels of loneliness among young people.

A study of college students found that physically active students were 21 per cent less likely to report feeling lonely all the time.

The research – by not-for-profit health body ukactive and AoC Sport, the lead organisation for sport and physical activity in 16+ education – also found a raft of additional mental health benefits for students who regularly exercise.

Other findings from the report, entitled *British Active Students*



■ Active students rate their life satisfaction significantly higher than less active students

Survey: Further Education, include that active students rate their life satisfaction significantly higher than less active students, while also reporting higher levels of happiness, increased perception of social inclusion and higher grade expectations.

[More: http://lei.sr/8G3x9_0](http://lei.sr/8G3x9_0)

DOPING

Industry commits to education after drugs report



The fitness sector has reacted positively to these findings

Nicole Sapstead

A survey of UK gym users has found that a third (34 per cent) of gym users said they were aware of other members at their gym taking image and performance enhancing drugs (IPEDs) and steroids.

The survey of 361 people, conducted as part of UK Anti-Doping's (UKAD) Clean Sport Week also shows that nearly a sixth (14 per cent) knew someone suffering from the side effects of IPED use.

A small number of respondents (5 per cent) said they had been advised to use IPEDs by personal trainers or gym staff.

As a result of the survey, UKAD has secured a commitment from



■ Five per cent reported that they had been advised to use IPEDs by personal trainers or gym staff

the fitness industry for an education programme, designed to tackle the use of dangerous IPEDs. The initiative looks to protect gym users and highlight the risks of taking anabolic steroids.

UKAD chief executive Nicole Sapstead said: "The fitness and gym industry has reacted positively to these findings."

[More: http://lei.sr/K7G3t_0](http://lei.sr/K7G3t_0)

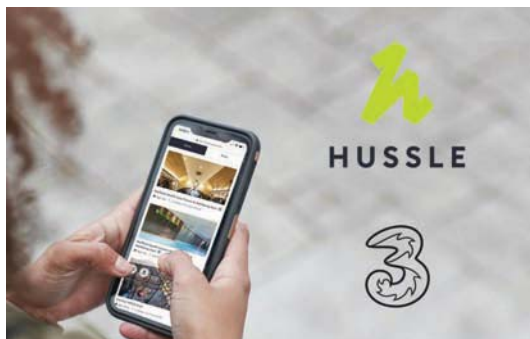
PARTNERSHIP

Newly rebranded Hussle partners with Three UK

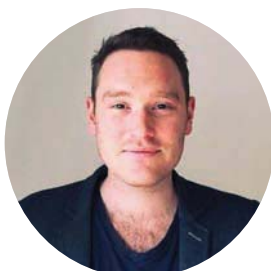
Fitness marketplace Hussle has revealed its first major deal since it changed its name and brand identity from PayAsUGym earlier this month.

Hussle has signed a partnership deal with telecommunications and internet services provider Three, which will see Hussle offer more than 2 million Three customers with flexible access to gyms and health clubs.

In return, Hussle will benefit from Three UK marketing the campaign to their users this summer, providing the fitness company with access to a new customer base.



■ The deal will provide Hussle access to new customers



The fitness sector has struggled to secure national partnerships

Lawrence King

According to Lawrence King, the deal with Three is the first of a series of high profile, national consumer brand partnerships designed to reach new customer groups.

"The fitness industry historically, has struggled to secure truly national consumer marketing partnerships as the geographic coverage of any single operator has been too narrow for commercial partners," King said.

[More: http://lei.sr/Q6a8r_0](http://lei.sr/Q6a8r_0)

FunXtion to help Anytime improve member experience

FunXtion, experts in interactive digital fitness, has been appointed by the world's fastest growing fitness franchise, Anytime Fitness, to enhance member experience and engagement.

The installation of the interactive, FunXtion Experience Station (FES), gives members access to bespoke, guided virtual classes, workouts, and exercises, 24/7.

Through touch screen operation, the FES can coach members through exercise programmes.

[More: http://lei.sr/O1Y0F](http://lei.sr/O1Y0F)

RESEARCH

Depression linked to obesity through diet

Researchers have linked the consumption of diets high in saturated fats – which lead to obesity – with the development of depression phenotypes.

A study led by the University of Glasgow, in collaboration with the Gladstone Institutes, showed that saturated fatty acids enter into the brain's hypothalamus region, which is related to the metabolic system and is known to be linked to depression.

Published in the journal *Translational Psychiatry*, the research also showed that fatty acids affected key signalling pathways that are known to be responsible for the development of depression.

Another finding was that by decreasing the expression of a specific enzyme called phosphodiesterase, symptoms of obesity-linked depression could be reduced.

It is hoped that the study will finally shed some light on the links between obesity and depression. Previous clinical studies have found an association between the two conditions, but the exact mechanisms have not been fully understood.

"This is the first time anyone has observed the direct effects a high fat diet can have on the signaling areas of the brain related to depression," said professor George Baillie, lead author of the study.

[More: http://lei.sr/f3Z8k_0](http://lei.sr/f3Z8k_0)



■ Fatty acid can affect key signalling pathways in the brain



“
The study observed the links between obesity and depression

George Baillie

INDUSTRY AWARDS

Elevate Innovation Awards winners revealed

“
Held in conjunction with the Elevate Arena event, the awards saw seven winners picked from a total of 60 entrants

The Moving Medicine initiative and Wattbike were among the winners of this year's Elevate Innovation Awards.

Held in conjunction with the Elevate Arena event, the awards saw seven winners picked from a total of 60 entrants, which consisted of innovative products and services designed for the physical activity sector.

Moving Medicine – an initiative by the Faculty of Sport & Exercise Medicine UK in partnership with Public Health England and Sport England – was given the Best Health and Wellness Innovation. Indoor cycling specialist Wattbike



■ Winners were chosen across eight categories

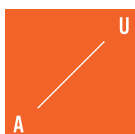
won the award for best workout innovation for its AtomX smart bike.

The other winners included Poolview Plus and its Blended Lifeguarding (The Best Facility Innovation); Phits 3D Printed Orthotics (Best start up) and Coach Ai (Best Participation Innovation).

[More: http://lei.sr/v5F9V_0](http://lei.sr/v5F9V_0)



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PUBLIC HEALTH

Welsh GPs to prescribe cycling to patients

Bicycles will be prescribed on the NHS for the first time as part of a pilot campaign to tackle obesity.

GPs in Cardiff will be able to prescribe free bike hire subscriptions for overweight patients.

The pilot, which is led by Cardiff and Vale University Health Board (CVUHB), is the first of its kind in the UK and will start with two GP practices initially.

Patients will be given a six-month membership to Nextbike – a public bike-sharing system which was introduced to the city last year.

As part of the prescription, patients will be given a unique access code

which will entitle them to unlimited free 30-minute Nextbike hire sessions.

Dr Tom Porter, consultant in Public Health Medicine with CVUHB and Public Health Wales, said the pilot had the potential to help save lives – and that regular cycling could cut the risk of dying from heart disease by half.

"Cycling is a fantastic form of physical activity and riding your bike is one of the easiest ways to reduce your risk of ill health while building your cardiovascular fitness.

"Cycling can reduce your risk of death from heart disease by 52 per cent."

[More: http://lei.sr/f8g6g_0](http://lei.sr/f8g6g_0)



■ Len Richards, CEO of CVUHB at a Nextbike station in Cardiff



Cycling can reduce your risk of death from heart disease

Dr. Tom Porter

RESEARCH

Study: exercise improves memory in older adults



Our study provides new information about the hippocampus

J Carson Smith

A study of healthy, older adults has shown that even a single session of exercise can increase activity in the brain circuits associated with memory.

Research by the University of Maryland – published in the Journal of the International Neuropsychological Society showed that exercise increased activation in the hippocampus, which shrinks with age and is the brain region attacked first in Alzheimer's disease.

"While it has been shown that regular exercise can increase the volume of the hippocampus, our study provides new information



■ Participants' brain activation was significantly greater after exercise compared to after rest

that acute exercise has the ability to impact this important brain region," said Dr. J. Carson Smith, the study's lead author and associate professor of kinesiology at the University of Maryland School of Public Health.

[More: http://lei.sr/P3h2b_0](http://lei.sr/P3h2b_0)

Community Leisure UK

The voice for community leisure trusts across the UK

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

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

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

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

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

www.communityleisureuk.org

@CommLeisureUK

cateatwater@communityleisureuk.org

Thank you for reading.



ELITE SPORT

Mental health scheme for 'every athlete'

Elite agency UK Sport has launched a mental health education programme aimed at supporting every athlete across the UK's high-performance system.

Operated in partnership with the English Institute of Sport (EIS), the initiative will be delivered to all 43 UK Sport-funded sports and aims to reach all 1,200 athletes on world-class programmes.

Promoting positive mental health will be at the core of the scheme, which looks to activate coaches and support staff and encourage them to develop self-care strategies in the run-up to Tokyo 2020 Olympic Games. The programme will be

delivered through a series of workshops, in conjunction with applied psychologists from Changing Minds UK.

The workshops will share best practice developed by EIS psychologists and performance lifestyle advisors.

"High-performance sport is a world which can place unique demands upon people," said Dame Katherine Grainger, chair of UK Sport.

"It's essential we all do as much as we can to support athletes, coaches and support staff, helping to create an environment that promotes and facilitates positive mental health.

[More: http://lei.sr?a=M4d0r](http://lei.sr?a=M4d0r)



■ The programme will be delivered through a series of workshops, in conjunction with applied psychologists from Changing Minds UK



Elite sport can place unique demands upon people

Katherine Grainger

TRAINING

Basketball England to train staff in mental health



Both players and coaches can face pressure and stress

Jenny Patrickson

Basketball England has become the first national governing body of sport to train its staff to a Level 2 award in mental health awareness.

The move comes after the NGB identified mental health awareness as a key development area for staff working across its talent programmes.

The qualification – to be delivered in partnership with Active IQ – has been designed to provide Basketball England's network of coaches with an understanding and awareness of common mental ill-health symptoms and issues, greater understanding to



■ Active IQ will upskill Basketball England coaches

help reduce stigma and discrimination and skills to encourage people to talk openly about mental health.

"Talent environments, by their very nature, are competitive and both players and coaches can face increased levels of pressure and stress throughout their careers," said Active IQ managing director Jenny Patrickson.

[More: http://lei.sr/j7V6m_0](http://lei.sr/j7V6m_0)

POLICY

DCMS committee: use sports, not prison, to tackle knife crime



Young people need to feel like they are understood and that they have a sense of security in their relationships

DCMS report

Sports should be harnessed to help tackle knife crime and gang violence, according to a report by the DCMS Select Committee.

In its Changing Lives: the social impact of participation in culture and sport report, published this week, the cross-party group of MPs said that sporting activities were being "overlooked" – and that custodial sentences do not necessarily rehabilitate young offenders.

The report is the result of an inquiry launched in January 2018, which looked at the positive social impact participation in sport and cultural activities can have – especially in tackling youth crime.



■ The report urges a new approach to tackling crime

Home Office figures show that the UK is currently in the midst of a knife crime "epidemic", with nearly 300 people falling victim of knife-related homicides in the past 12 months. One in four of the victims of knife-related murders are men aged between 18 and 24 – a disproportionate figure.

"Young people need to feel like they are understood and that they have a sense of security in their relationships with others," the report states.

[More: http://lei.sr/w8C2J_0](http://lei.sr/w8C2J_0)

CYCLING

Cycling 'not taken seriously' by government

More than three quarters (76 per cent) of British Cycling members do not believe that cycling is taken seriously by their local authority, while 81 per cent say the same of national government.

That is among the findings of the first-ever *State of Cycling* report, published by British Cycling. The report is the largest-ever analysis of its kind undertaken by the national governing body, and looks at the attitudes and experiences of 15,000 respondents across the UK who regularly ride a bike.

The results follow data released by Sport England



■ The report makes three key recommendations



I hope this will act as a wake-up call for us

Chris Boardman

last month which showed that the number of adults cycling regularly for both travel and sport fell in the year leading up to November 2018.

"I hope this will act as a wake-up call for us, to let evidence lead our decision-making and make bold decisions on funding and investment," said Chris Boardman, former Olympic champion and current British Cycling policy adviser.

[More: http://lei.sr/v9T6q_0](http://lei.sr/v9T6q_0)

Bolton enters administration as takeover talks collapse

Bolton Wanderers Football Club (BWFC) has entered administration after talks to find a new owner collapsed.

Current owner and chair Ken Anderson had been in advanced negotiations to sell the club to entrepreneur and former Watford FC owner Laurence Bassini, but the takeover failed at the eleventh hour.

As no takeover deal was secured, Anderson filed a notice of intent to appoint an administrator for both BWFC and Bolton Whites Hotel – a property located at the club's stadium.

[More: http://lei.sr/D3m3Z_0](http://lei.sr/D3m3Z_0)

PHYSICAL ACTIVITY

"Think differently" to get all parts of society active



If we keep offering things in the same way to the same people we will get the same results.

Tim Hollingsworth

Sport England CEO Tim Hollingsworth has called for the sport and physical activity sector to rethink the way it addresses the challenge to get people from all backgrounds more physically active.

Speaking at the Elevate 2019 Conference at the ExCel Centre in London, Hollingsworth highlighted the need to tackle the "stubborn inequalities" that result in parts of society – including people from south Asian, black or other ethnic origins – being less active.

Issuing a call to arms, Hollingsworth added that the entire sports sector must re-evaluate some of its



■ Hollingsworth spoke at the recent Elevate event

approaches, in order to reach the most inactive sections of society.

"Today, I am calling on the sports and physical activity sector to think about how we can address the challenge," he said.

"As we continue to develop the way we work, we need to focus on how we can put those groups who struggle to be active at the heart of our work. How we can, in essence, become more like them."

[More: http://lei.sr/F8r5B_0](http://lei.sr/F8r5B_0)

PARTNERSHIPS

Deloitte to help create connected rugby World Cup

The Rugby League World Cup 2021 organising committee (RLWC2021) has signed a partnership deal with Deloitte as part of a strategic goal of being the most digitally-connected sports entertainment event in 2021.

As the tournament's professional services partner, Deloitte will collaborate with RLWC2021 to help create and implement the tournament's digital strategy – designed to provide an innovative fan experience before, during and after the tournament.

Deloitte has been tasked with developing an activation programme that supports



■ Deloitte's Stuart Cottee (left) and Sean Beech (middle) with RLWC 2021 CEO Jon Dutton (right)



We have to offer a unique experience

Jon Dutton

the values and ambition of RLWC2021. The company will also help develop a digital ecosystem and put a strategy in place to support and deliver a digitally-driven tournament aligned with RLWC2021 strategic goals.

"For this tournament to be a success, we have to offer a unique experience and engage with both core fans and a new group of customers," said RLWC2021 CEO Jon Dutton.

[More: http://lei.sr/U3v3P_0](http://lei.sr/U3v3P_0)

UK secures two further world championships

The UK has won bids for two world championships of sport – adding to a long line of major events to be held in the country between 2019 and 2023.

The two events are the 2020 World Skateboarding Championships (to be hosted by London) and the 2023 World Trampoline Championships (Birmingham). The duo of events brings the number of major events won by UK bidding teams this year to five.

"The UK has a decade of spectacular sport to look forward to," said minister for sport Mims Davies.

[More: http://lei.sr/T6T5H_0](http://lei.sr/T6T5H_0)

Tackling doping

Last month, CIMSPA joined many other organisations including a range of National Governing Bodies, in supporting Clean Sport Week.

The campaign celebrates the values of clean sport and supports the work of UK Anti-Doping (UKAD) and the anti-doping community in creating a UK-wide environment of confidence in clean sport.

A cleaner culture

In the build-up to the event week, we announced a key partnership with UKAD and are now working together to educate frontline professionals on the anti-doping challenges that exist at all levels of UK sport and physical activity – including from the gym floor through to elite sport.

What's great about this relationship is that CIMSPA can make a strong contribution to developing a culture of protecting clean sport throughout the sector. Our members are perfectly positioned to educate customers on the dangers and challenges relating to image and performance enhancing drugs (IPEDs).

The education programmes we are working with UKAD on will ensure

that CIMSPA members supporting athletes or young people engaged in sport are able to offer correct advice at critical moments in their careers.

But this is so much more than an awareness exercise. UKAD will add its world-renowned expertise to the development of dedicated professional standards for anti-doping specialists, with the creation of an Anti-Doping Liaison Officer Professional Standard – an important milestone we want to achieve.

These additions to the sport and physical activity sector's professional standards framework will offer yet more opportunities for people in our sector to develop their skills and abilities in this important and growing specialist field.

Right now, I would encourage everyone working in our world to simply keep in mind that drug misuse is no longer just a challenge at elite competition level, but instead an issue that needs to be on the agenda of everyone working in sport and physical activity. ●



■ Tara Dillon, chief executive of CIMSPA



Drug misuse is no longer just a challenge at elite competition level, but instead an issue that needs to be on the agenda of everyone working in fitness and sport



■ CIMSPA will work on education programmes around doping and drugs in fitness



NEW OPENING

Butlin's opens 'revolutionary' £40m pool

Family resort operator Butlin's has launched an Art Deco style pool and water attraction at its Bognor Regis resort.

Called Splash, the huge £40m pool can accommodate up to 1,000 guests and features the world's first helter-skelter water ride.

The pool was designed by brand and retail consultancy FITCH, which was given the brief to create the most family friendly pool in Britain and to "bring the seaside inside". For this, FITCH created slides that look like sticks of candy rock and a 328ft-long 'Seaside Garden Rapids' ride which starts inside then goes outside.

There is also a large wave pool, an adrenaline flume and a family-fun raft ride.

During the planning stage, FITCH developed bespoke VR technology to deliver a preview of the proposed work to the Butlin's board.

The content is now implemented at a consumer level – to inspire potential guests.

"FITCH absolutely rose to the challenge set out in the brief, combining unique design with modern features to create a memorable, enjoyable experience for families," said Kika Dabbs, brand manager at Butlin's.

"The Art Deco theme strikes the perfect balance."

[More: http://lei.sr/K3C8U_0](http://lei.sr/K3C8U_0)



■ The pool combines swimming with adrenaline rides



The pool was designed by brand and retail consultancy FITCH, which was given the brief to create the most family friendly pool in Britain

TRAINING

STA: lifeguard qualification will 'break industry mould'



Employers can decide how much training needs to be done

Richard Baker

A new lifeguard qualification will "break the industry mould" by offering employers more flexibility in delivering training to its workforce.

Speaking to Leisure Opportunities during the recent Elevate conference, Richard Baker, qualification development manager at the Swimming Teachers' Association (STA), said the qualification is the first to align lifeguard and first aid at work revalidations.

Launched by STA following a long consultation with industry groups, the Level 2 Pool Lifeguard award includes



■ The award has been designed to streamline training

a new 3-year revalidation process – designed to consolidate and simplify the revalidation of lifeguards in the future.

"Holders of the qualification will still need to go through their robust training in-house, but that will be depicted through the HSG179 guidance, so it's down to the employers decide how much training needs to be done," Baker said.

[More: http://lei.sr/w3t8e_0](http://lei.sr/w3t8e_0)

**14 – 24
JUNE 2019**



GET INVOLVED AND HELP SAVE LIVES

**AROUND 700 PEOPLE DIE FROM DROWNING IN
THE UK AND IRELAND EVERY YEAR AND MANY
OTHERS SUFFER LIFE-CHANGING INJURIES**

Drowning Prevention Week is the Royal Life Saving Society UK's national campaign, which aims to prevent drowning by promoting water safety in schools, leisure centres, communities and the media.

Register your support for the campaign now and receive a host of free resources to help people have fun and stay safe around water.

WWW.RLSS.ORG.UK/DROWNING-PREVENTION-WEEK

"We are delighted that the Department for Education will now be encouraging primary schools across England to support the annual RLSS UK Drowning Prevention Week campaign."

**VICKI HARTLEY-KITE
DIRECTOR OF COMMUNICATIONS AND FUNDRAISING, RLSS UK**

**12–19 SEPTEMBER 2019
AND 2–8 DECEMBER 2019**



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PREVENT DROWNING**

#DontDrinkandDrown



Spa & wellness news

TREATMENT INNOVATION

Bedford Lodge launches chocolate-inspired spa break



The treatment combines steam with a coconut exfoliating scrub and a creamy, chocolate and vanilla mud

The Spa at Bedford Lodge has launched a new spa break to celebrate the rich decadence and surprising wellness benefits of chocolate.

Called the Hidden Bounty Spa Break the break is designed for chocolate lovers and features the Vanilla & Chocolate Steam Chamber Experience, an immersive vanilla- and chocolate-infused Rasul experience inspired by ancient Arabian cleansing rituals.

Designed to improve skin elasticity, promote cell turnover and restructure collagen, the treatment combines steam with a coconut exfoliating



■ Chocolate is rich in antioxidants and can improve the skin's elasticity and promote cell turnover

scrub and a creamy, chocolate and vanilla mud to deeply cleanse, nourish and hydrate the skin.

Following the Rasul, guests will have full access to the spa facilities, including a hydrotherapy pool offering five different water experiences, as well as experiential showers combining music, lights and water.

[More: http://lei.sr/4e6h2_0](http://lei.sr/4e6h2_0)

PARTNERSHIPS

Carden Park spa signs partnership with Bollinger

The Spa at Carden Park, an upcoming destination hotel and spa in Cheshire, has announced a new brand partnership with iconic champagne house Bollinger.

As part of the agreement the spa will see the addition of two branded Bollinger bars; the Bollinger Beauty Bar and the Bollinger Champagne Bar.

Billed as a 'glamorous and sophisticated space', the Bollinger Beauty Bar will offer a wide range of mini-treatments including manicures, pedicures and grooming treatments for guests to enjoy while indulging in a glass of



■ The deal will see the addition of a Bollinger Beauty Bar



We have been talking to Bollinger for a while about our plans

Hamish Ferguson

vintage or special cuveé champagne. Meanwhile, the all-weather Bollinger Champagne Bar, located in the spa garden, will provide a space for guests to relax and socialise in the outdoors.

Hamish Ferguson, general manager of Carden Park, said: "We have been talking to Bollinger for a while about our plans – Bollinger is a prestigious and trusted brand, which shares our values."

[More: http://lei.sr/J8A3D_S](http://lei.sr/J8A3D_S)

Leigh Mulholland named director at Oulton Hall

Oulton Hall hotel in Leeds, UK, has named Leigh Mulholland as its new spa director.

Mulholland previously worked as the sales and revenue manager for One World Spa – which included stints working in Sydney and Miami – where she was responsible for the spa and fitness facilities across 28 cruise ships.

In her new role, Mulholland will oversee and maintain standards across Oulton Hall's spa and leisure offerings, as well as manage a team of 30 staff members.

[More: http://lei.sr/5T6k3_0](http://lei.sr/5T6k3_0)

NEW OPENING

Urban Retreat to open flagship London site

Luxury spa and salon operator Urban Retreat is set to open its first standalone location in London this June.

Called The White House, the 12,000sq ft flagship is billed as the 'ultimate beauty destination' and will be located inside a former private residence on Hans Crescent in the London Borough of Kensington.

Designed to resemble a luxurious private members club, The White House will offer a host of facilities, including an open plan retail space offering a range of products from specially curated beauty brands, a Frédéric Fekkai hair salon where guests can experience luxurious hair

services and treatments and nail care brand CND's London flagship nail salon.

Other facilities will include Flavour by Urban Retreat, a 40-cover in-house restaurant and cocktail bar, offering a balanced and nutritious menu, free from artificial colours and flavourings. Flavour will have its own operating hours to accommodate evening bookings.

Reena Hammer, managing director of Urban Retreat, said: "We want to revolutionise and own the beauty hospitality space with our staff, approach to service and retail products alongside an elevated customer experience."

[More: http://lei.sr/T3N9n_0](http://lei.sr/T3N9n_0)



■ The White House is billed as the 'ultimate beauty destination'



We want to own the beauty hospitality space

Reena Hammer

PARTNERSHIPS

Formby Hall and Made for Life sign brand partnership



Developed for guests suffering with or recovering from cancer, Cancer Touch Therapy is a holistic treatment that can be tailored to the individual

Formby Hall, an independent hotel, spa and golf resort in Liverpool, has announced a new partnership with skincare brand Made for Life Organics that will see the hotel's Leisure Suite expand its treatment menu to include a range of the brand's wellness treatments, including its specialist Cancer Touch Therapy.

Developed for guests suffering with or recovering from cancer, Cancer Touch Therapy is a holistic treatment that can be tailored to the individual. It is designed to nourish the body from the inside and out, and features 100 per cent Soil Association-certified organic



■ Formby Hall will offer a range of treatments including the Cancer Touch Therapy

products, handmade in Cornwall from natural and locally sourced ingredients, such as herbs, flowers and oils.

Available from June 2019, the treatments, products and therapies have been selected to complement the Leisure Suite's facilities which include a 20m indoor pool, spa pool and thermal suites including a steamroom.

[More: http://lei.sr/q4p2F_0](http://lei.sr/q4p2F_0)

Attractions news

PUBLIC ATTRACTIONS

Hull attractions looking to get major £27.5m revamp



We're determined to drive further regeneration

Mark Jones

A £27.5m scheme to renovate the maritime attractions in Hull has been unveiled by the city council.

The Maritime Museum, North End Shipyard, Arctic Corsair and Spurn Lightship will all be transformed under the plans and a public consultation has been put out with renderings on display in the Trinity Market for Hull residents to see.

Hull City Council expects the project to bring 300,000 visitors to the city and generate £2.9m income. The council has applied for £15m from the National Lottery Heritage



■ The funding will look to redevelop a number of Hull's publicly-funded visitor attractions

Fund (NLHF) for the project and will provide £10m from its own coffers.

"We are determined to drive forward further regeneration, making Hull a better place to live, learn and work," said Hull City Council's director of regeneration Mark Jones.

[More: http://lei.sr/E6S5W_0](http://lei.sr/E6S5W_0)

MAJOR DEVELOPMENT

Chester Zoo introduces overnight lodgings

A brand new area being proposed by Chester Zoo in Cheshire, will feature overnight accommodation where guests can wake up to Rothschild's giraffes, Grevy's zebras, ostriches and antelopes.

The zoo has submitted plans for the new area, called Grasslands, whose centrepiece attraction will be a large, open African savannah habitat featuring the aforementioned species.

The overnight stay area includes 42 bedrooms, with lodges overlooking the savannah-esque habitat, while a restaurant overlooking it will also be included.



■ The overnight stay area will include 42 rooms, including lodges overlooking the savannah habitat



We hope to connect more people with nature

Jamie Christon

"Chester Zoo's major new Grasslands proposal provides a vision for a range of different African habitats, from bushland to wildlife-rich plains, which is planned to open to the public in 2022," said zoo COO Jamie Christon.

"The zoo hopes to connect more people than ever before with nature by offering close-up experiences with animals."

[More: http://lei.sr/t5Q3S_0](http://lei.sr/t5Q3S_0)

ITV Studios reaches IP deal with London Resort project

London Resort Company Holdings (LRCH) has teamed up with ITV Studios on its multi-billion pound theme park project, announcing a new partnership that will see ITV's world-famous content transformed into unique attractions at the resort when it opens in 2024.

The addition of ITV to the London Resort's IP lineup will unlock a host of potential brands – from the likes of *I'm a Celebrity... Get Me Out of Here!* and *Saturday Night Takeaway* to *Shaun of the Dead* and *Hell's Kitchen*.

[More: http://lei.sr/M7e3a_0](http://lei.sr/M7e3a_0)

NEW OPENING

£15m indoor waterpark opens in Wales

A new £15m (US\$19.5m, €17.3m) waterpark has opened its doors to the public in Rhyl, Wales, with three flumes for thrillseekers to enjoy.

SC2, which stretches across 1,200sq m (13,000sq ft), opened on 12 April and welcomed more than 2,000 visitors over the weekend.

Opened in time for the spring bank holidays and the summer holidays, the park will be hoping to record big numbers of visitors through its doors.

The park was supplied by waterpark design, engineering, manufacturing and installation specialist Polin and is open year-round, offering outdoor options for

the summer months with a sun deck, seating terrace, beach changing huts, a bar and terrace, as well as outdoor splash pads.

Having received its planning approval from Denbighshire County Council (DCC) in 2017, construction began that same year and finalised this year.

"We're thrilled with the response during our first full weekend open to the public," said councillor Bobby Feeley, Denbighshire's cabinet lead member for wellbeing and independence with responsibility for leisure services.

"There's a real buzz surrounding SC2 across the whole of North Wales."

[More: http://lei.sr/y6e4y_0](http://lei.sr/y6e4y_0)



■ The park was supplied by water park design company Polin



There's a real buzz surrounding SC2 across the region

Bobby Feeley

MUSEUMS

Report: "UK arts and culture a thriving industry"



Our sector is delivering huge benefits for our economy

Nicholas Serota

A new report conducted by the UK's Centre for Economic and Business Research has found that the country's arts and culture industry contributes £10.8bn to its economy.

The report, called *Contribution of the arts and culture industry to the UK economy*, found that it contributes £2.8bn via taxes and also noted that the industry generates a further £23bn a year – and 363,700 jobs – through supply chains and employee spending.

Arts and culture's total economic contribution has overtaken the agricultural sector's £10.1bn



■ Tate Modern is the most visited UK attraction

contribution and is roughly equal to that of major cities such as Liverpool and Sheffield.

"Latest figures show arts and culture is a thriving industry delivering huge benefits for our economy," said Sir Nicholas Serota, chair of Arts Council England.

[More: http://lei.sr/f3P8e_0](http://lei.sr/f3P8e_0)

Healthy Living

A major mixed-use development in Barking – one of the government's Healthy New Town projects – will have physical activity 'designed in'



Physical activity body ukactive has partnered with developer Barking Riverside Limited (BRL) to help create a mixed-use residential project with a focus on healthy, active lifestyles.

The Barking Riverside project – described as one of the UK's most significant housing developments – is being built on land formerly occupied by the Barking Power Station in East London, adjacent to the River Thames.

The project is set to become home to more than 30,000 people and ukactive will help the developer create a "thriving district with a strong social impact".

BRL has contracted ukactive to undertake a research project with a variety of stakeholders, in order to understand which blue water facilities or other physical activity services would best respond to the opportunity in the area, with the site's location on the banks of the Thames.

The development is London's only Healthy New Town – an NHS-backed initiative – which will exemplify how the built environment can contribute to the health and wellbeing of local communities and wider society.

BRL has worked with the University of East London to consider the wellbeing benefits associated with access to blue space. The work with ukactive seeks

Barking Riverside has worked with University of London to consider the wellbeing benefits associated with access to blue space



■ A 2km stretch of waterfront will be used to create a 'sustainable physical activity offer'

“The project will bring more physical activity opportunities to the area, ranging from dragon boat racing to open water swimming”

to extend this by investigating new facilities and partnerships that could amplify the benefits. The developer wants to establish a sustainable and attractive physical activity offer using 2km of water frontage.

The aim is to work with local people and other stakeholders and partners to ensure facilities are activated for local people, with ukactive set to provide insight and guidance on the most effective solutions. The project will result in the development of evidence-based recommendations that will inform the programme and facilities that are designed for the riverfront.

ukactive acting CEO Huw Edwards said: “Barking Riverside is an innovative project which will offer residents some fantastic opportunities to be more active.

“These ambitious plans have set out to include physical activity by design, rather than as an all-too-common afterthought – showing that Barking

Riverside is committed to building homes which provide the best environment for a healthier, happier community.

“The waterfront at Barking Riverside offers an exciting opportunity to create some great ways for local residents to get active right on their doorstep.”

Matthew Carpen, MD of BRL, added: “We’re designing Barking Riverside as a place that changes outcomes for those who live here – putting local residents at the heart of our plans and ensuring that the facilities that we invest in are impactful and well considered. Ukactive will help us find the solutions and partnerships that are transformative.

“This project will bring more opportunities to the area – which could be anything from Dragon Boat Racing to open water swimming in a public lido.”

Research has previously shown Barking to be the London borough with the highest level of physical inactivity. ●



■ Huw Edwards, acting CEO of ukactive, said physical activity will be at the forefront of the project

Strength in numbers

A white paper published this month has declared that more needs to be done to promote group exercise as a method to get the nation active



■ Group exercise has become particularly popular among young exercisers

The marketing line 'free classes included' frequently – and instantly – undervalues the activity

Group exercise is being presented as a solution to two of society's growing problems – inactivity and loneliness.

A white paper published this month by EMD UK – the national governing body for group exercise – outlines the value and "far-reaching impact" of group fitness classes. Entitled *Sweating Your Assets: The value of group exercise*, the report showcases the growing popularity of group-based training.

However, it also claims that the activity is "widely undervalued" as a gateway to activity – not just by the public but also by the fitness industry.

According to EMD UK figures, around 4.86 million people take part in group classes every week, following rapid growth which has seen the number grow by one million participants since 2016.

A large part of those are people who have been "activated" through classes – 29 per cent of current group exercise participants were classed as inactive before starting in a class.

As well as physical health benefits, the paper outlines how group exercise can be used to promote mental health benefits – such as tackling loneliness through social inclusion opportunities.

Despite the many merits of group exercise and the rapidly growing number



■ EMD UK figures show that around 4.86 million people take part in group classes every week

“Instructors are the second biggest influencer on group exercise attendance and have a crucial role as the face of the activity”

of people participating, EMD UK says that more needs to be done to promote the value of group exercise to wider society – and that health club operators have a key role to play.

“Group exercise is often an afterthought in leisure centre membership promotions, where the marketing line ‘free classes included’ frequently and instantly undervalues the activity,” the report says.

“Many leisure and fitness operators are under increasing pressures to reduce costs and offer cheaper services.

“Cuts to local authority budgets, the rise of the budget gym chains and growing competition for leisure spend mean the fitness market place is as competitive as it’s ever been. Health club operators and leisure providers must do more to promote the value of group exercise to their local communities to create healthier, more active people.”

The report also claims that the group exercise workforce continues to be “endemically undervalued”.

“Instructors are the second biggest influencer on group exercise attendance and have a crucial role as the face of the activity,” the report states.

“Despite their work in helping people to get active, many instructors have not had a pay rise in over 10 years.

Emma Forward, chief operating officer of EMD UK and author of the white paper, added: “As an activity, the benefits of group exercise are far-reaching.

“It is not just the individual participants who profit from better physical health, but wider society; increased mental welfare, lower stress, the opportunity to meet new people, fewer sick days, a reason to leave the house – all of these culminate in a healthier, more active society who are less dependent on social care.” ●



■ Emma Forward, chief operating officer of EMD UK



Through our Industrial Strategy we're investing to build on this huge global demand for UK creative content

Greg Clarke, business secretary



Investing in IP

In the latest move suggesting that "IP is king", the government is investing £4m to help develop immersive experiences for popular TV shows Wallace & Gromit and Peaky Blinders

■ The characters of Wallace & Gromit have been described as positive international cultural icons of both modern British culture and the British people



A host of Immersive experiences, based on the popular Wallace & Gromit and Peaky Blinders IPs, are to be developed with central government funding, as part of the UK's modern Industrial Strategy.

An announcement by the Department for Business, Energy & Industrial Strategy revealed that Wallace & Gromit producers Aardman are part of a consortium working on the project, which also includes games developer Tiny Rebel Games, digital specialists Potato, creative agency Sugar Creative, and the University of South Wales.

The group has been tasked with developing new immersive storytelling experiences based on the series. Backed with £4m (US\$5.17m, €4.64m) in government funding, it will put fans "right at the heart of the action".



■ First aired in 2013, Peaky Blinders is based on a real 19th century urban youth gang

Peaky Blinders is to be the basis of a new virtual reality drama game using artificial intelligence technology

SWEATING THE ASSETS

The BAFTA-award winning Peaky Blinders, a gritty post-World War 1 drama that follows the exploits of the Shelby crime family, is to be the basis of a new virtual reality drama game using artificial intelligence technology.

London-based immersive VR studio Maze Theory is leading the project, which will see characters respond according to a player's gestures, movement, voice, sound and body language. It's due to launch in 2020.

These projects are among 21 in the creative industries that are receiving UK government funding totalling £12m. Others include a National Theatre-led research initiative into ways to improve accessibility to theatres, and a research group looking at improving filming techniques and boosting voice interaction so that immersive, personalised experiences

involving people interacting with their heroes are possible. Overall, £33m has been put aside for the UK's immersive technology industry. The plan is to enable this sector to remain a world leader in film, TV and game productions, operating at the cutting edge of technology and creating thousands of jobs.

CREATING VALUE

The Wallace & Gromit and Peaky Blinders projects are among the last to be announced as part of the Audience of the Future Challenge, a funding programme led by the UK Research & Innovation body to create new immersive experiences and test them with large-scale audiences.

Business Secretary Greg Clark said the success of programmes such as these have helped shape a creative sector that is already worth an estimated £100bn to the UK economy. ●



■ The Wallace & Gromit IP is owned by Aardman, which has already worked on a number of attractions – including a Shaun the Sheep-themed area at Skånes Djurpark in Sweden



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Julie Badrick



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SALARY: £50,525 - £56,832

We are looking for a talented and dynamic manager to lead our Leisure and Technical Services Team on a permanent basis. You will be a proven and motivational leader with experience in a leisure-related environment and demonstrate an ability to work both at a strategic level and to lead operational delivery.

The successful applicant will lead the team that has overall responsibility for the management and continued development of our numerous leisure facilities, including leisure centres, country parks, award-winning seafronts, beaches, urban parks and green spaces, including the Borough's cemeteries.

You will be the lead officer for all leisure-related matters and will maintain and develop excellent working relationships with the local leisure Trusts, Swale Community Leisure and Faversham Pools, along with other local and national partners/agencies to ensure the highest standard of provision and facilities are delivered for our residents.

In addition, you will oversee the management of the Borough's technical service including engineering services, shoreline management plan and local parking regulations.

The Council considers that all roles should be able to communicate clearly and concisely. Swale Borough Council is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employee and volunteers to share this commitment.

For further information or to discuss this opportunity in more detail, please contact Martyn Cassell, Head of Commissioning, Environment and Leisure on 01795 417020

Closing Date: Friday 7th June, 5pm. Interview Date: Thursday 20th June.

Council Benefits: career average pension scheme, professional fee payment, flexible working (including opportunities for home working and job share), to employee benefits package and generous leave entitlement.

Apply now - <http://lei.sr/BOK7K>

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LEISUREFORCE & SPORTSJOB4WOMEN

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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.





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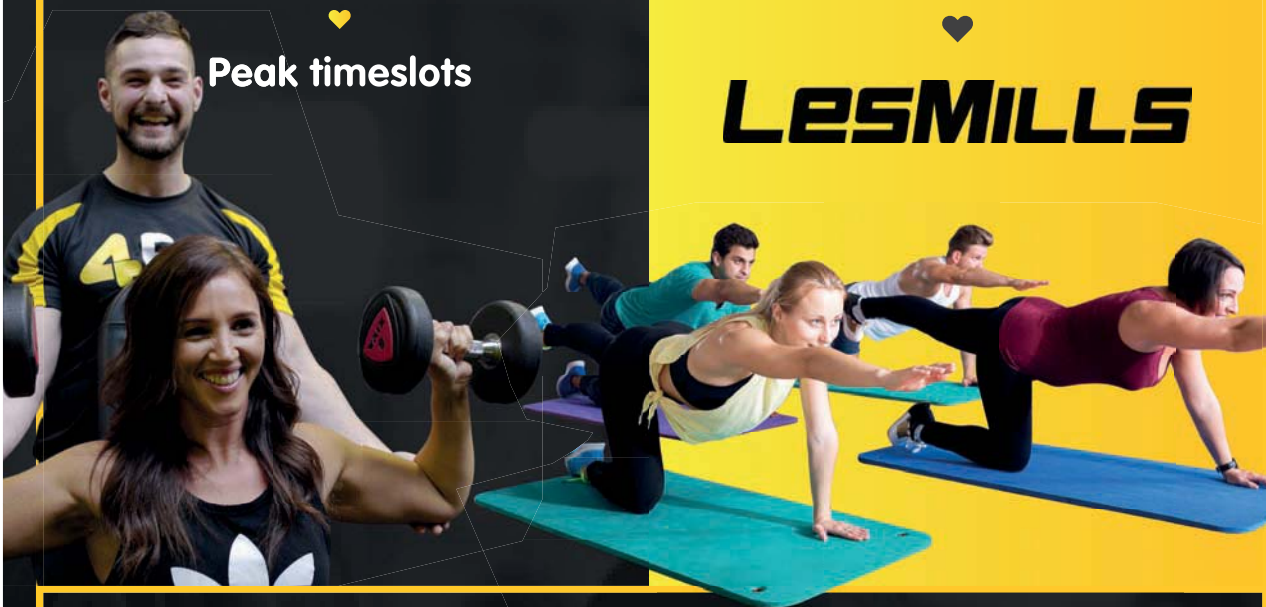
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stacey.gould@exercise4less.co.uk



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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.

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where you belong...



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>

HandPICKED HOTELS

BUILT FOR PLEASURE

Spa Therapists

Nationwide Competitive Salary plus Benefits

We are looking for talented Spa Therapists to join the Hand Picked Hotels team.

We have a range of Full Time & Part Time positions available to include weekend shifts on a rota basis and live in accommodation available at some of our sites starting from only £52 per week.

Our spa teams are passionate and dedicated to their profession. They aim to optimise the effectiveness of the treatments and therapies offered. When guiding our clients towards the right choice of treatment and product we take into account their overall lifestyle and its requirements and also their individual circumstances on the day and how they wish to feel.

Working at the spa is fun and we want you to love your job and embrace the warm, friendly personalities of our guests and be focused on delivering first-class experiences and exceeding their expectations at every turn. We are a family and we treat our team like family.

What we need from you:

- To be passionate about delivering the very best spa experience each and every day
- To be smart and well presented
- To have previous experience in a similar role or a real desire to prove yourself as a first-time therapist
- NVQ Level 3 or similar level spa related qualifications and be fully qualified as a minimum in manicures, pedicures, waxing, massage and facials
- Excellent level of spoken and written English
- To be able to work shifts as required that will include weekends and bank holidays
- Proof of eligibility to live and work in the UK



What we can offer you:

- Competitive salary
- Live in accommodation is available at some of our Hotel properties
- Annual leave rising with service
- Free car parking
- Discounted hotel accommodation across the Hand Picked group of hotels
- Employee of the month/year awards
- Full Elemis product and treatment training and development opportunities
- Uniform
- Meals on duty

Hand Picked Hotels is a collection of 19 country house hotels throughout the United Kingdom and Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge!

Our core values of family, individuality, initiative, welcoming and local engagement are not just words - it's what we do - every day.

Candidates must be eligible to live and work in the UK.

Apply now: <http://lei.sr/b7EOZ>



SPA MANAGER

Location: Newquay, Cornwall **Salary:** £30,000 + bonus + benefits

The iconic 4* Headland Hotel is in a world class location on the North coast of Cornwall and attracts a wide range of interesting business all year round. Many guests come from afar to celebrate special occasions and create lasting memories.

With spacious ground floor public rooms, our two rosette Samphire Restaurant and our one rosette Terrace Restaurant, 95 bedrooms and suites, 39 5* self-catering cottages, plus a 5 Bubble Spa, Spa Lounge and gym, there are so many reasons to choose the hotel. We have also commenced a brand-new build, a multi-million pound 'Aqua Club' due for completion Spring 2020.

We now have a fantastic opportunity within our 5 Bubble rated Spa for a Spa Manager to lead our amazing team to deliver ultimate relaxation and wellbeing to our guests and visitors.

About the role...

Deep at the heart of the hotel lies the entrance to another world. A world of balance, pampering and wellbeing, where the emphasis is on delivering flawless Spa experiences. Our spa team really love what they do; full of energy and enthusiasm, they have a genuine desire to deliver the very best treatments.

The spellbinding natural beauty surrounding The Headland Spa starts to work its magic as soon as our Spa guests arrive. As the Spa Manager your aim will be to continually surpass

expectations, to lead and inspire the team to deliver outstanding comfort and seamless attention to detail to every guest, every time!

Sharing your personal passion and knowledge you will develop and manage a dedicated Spa team, encouraging personal progression and training opportunities. As the Spa Manager, you will contribute to budget management, stock control and monitoring and reporting on the Spa's financial performance, to include: treatments, retail and food & beverage.

Our ideal candidate...

The successful candidate for this role will be professional, knowledgeable and committed to delivering 5* experiences to both guests and visitors to the Spa. You will have progressed from a therapist background into a Management role and hold an NVQ Level 2 & 3 qualification.

You will be highly attentive, intuitive with strong communication and interpersonal skills and be confident building relationships with Spa members and hotel guests alike. You will be friendly, enthusiastic and driven to ensure our Spa thrives. Experience working with our current product houses (OPI, Elemis, Delilah & Natural Spa Factory) would be an advantage.

Click the link below to see what fantastic perks we offer with the job.

For more information and to apply:
<http://lei.sr/g4n3U>



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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, 7th June 2019. For further information please contact Hannah Smith on 07484544949

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

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babies**
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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>



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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



OUNDLE
School

Level 2 Swimming Teachers

Oundle, Peterborough, UK
£17.79 per hour

An exciting opportunity has arisen for Swimming/Aquatics professionals. Oundle School is currently building a £24m dual-use sports centre including a 50m pool, fitness studio and sports hall. The new centre will require innovative and driven staff to realise the schools sporting vision.

To start September 2019, we are looking for enthusiastic, experienced Level 2 or equivalent swimming teachers to deliver a wide range of lessons, which also include our Oundle Otters swim school, local primary schools and 1:1 lessons.

You must have excellent class programming and instructing skills, be highly motivated and contribute to the team ethos.

Additional hours may also be available during the School holidays depending on the Sports Centre timetable.

Full details for all roles along with application forms are available on the School website - click APPLY NOW link (right).

**Closing date for applications is Friday 14th June at 09:00.
Interviews will be held w/c 17th June
Skills Assessments will be held w/c 24th June**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Service.

APPLY NOW
<http://lei.sr/h7D1U>



Duty Manager

(Community Leisure Facility)

Location: Hatfield, UK

Salary: £21,362 - £23,121 inclusive of Outer Fringe Allowance pa

Closing date: 09 Jun 2019 Ref: P01670

The Jim McDonald Centre is a community leisure centre based in Hatfield, Hertfordshire and we are looking to recruit an enthusiastic Duty Supervisor to help run this thriving community hub.

The role involves working in a leadership capacity to provide an efficient and effective service to users as part of the Centre Management team.

The Duty Manager role maintains a high level of interaction and presence with all customers and employees, managing daily operations of the centre when needed. They ensure all shifts run smoothly to provide outstanding customer service and a safe environment for all visitors.

The Centre facilities include:

- Soft Play Area
- Site Run Activities
- Sports Hall
- Nursery
- Dance Studio
- Community Activity Centre

The successful candidate will be creative and forward thinking to produce and deliver structured fun and learning activities for children and adults and have experience of working in a customer-orientated environment, along with a good understanding of health and safety regulations.

Joining Welwyn Hatfield Borough Council, you'll discover a workplace where everyone is respected, supported and empowered. If you share these values, we'd love to hear from you.

The ability to converse at ease with members of the public and provide advice in accurate spoken and written English is essential. A current driving licence and access to a vehicle are also necessary. DBS clearance is also a requirement of the role.

CLOSING DATE: 9 JUNE 2019.

ASSESSMENT AND INTERVIEWS WEEK COMMENCING 17 JUNE 2019.

For more information and to apply: <http://lei.sr/w9S6p>

Founded in 1967 to serve the needs of global and local families, ACS International Schools educate 3,700 students, aged 2 to 18, day and boarding, from more than 100 countries. Our schools – 3 in Greater London and 1 in Doha, Qatar – are all non-sectarian and co-educational.



ACS are currently recruiting for the following roles:

OPERATIONS MANAGER - ACS COBHAM

The school is located in the glorious countryside only 30 minutes from Central London.

This is an opportunity for an experienced Operations Manager to join the Sports centre team.

To lead, direct and manage service the business operations of the Sports Centre and ancillary sports facilities as well as oversee the extra-curricular programme and camps offered by ACS Cobham.

Find out more and apply here: <http://lei.sr/X7d4n>

SPORTS CENTRE MANAGER - ACS EGHAM

The Egham campus is located 25 miles from central London with transport access and is also close to the glorious English countryside adjoining the Royal Savill Garden.

This is a new and exciting role at ACS Egham for a Sports Centre Manager starting in August 2019.

The role will lead, direct and manage service the business operations of the Woodlee Sports Centre and ancillary sports facilities as well as oversee the extra-curricular programme and camps offered by ACS Egham.

Find out more and apply here: <http://lei.sr/P4b0x>

ACS celebrates diversity as an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people and, as an employee of ACS, you are expected to share this commitment. These positions are therefore subject to an enhanced Disclosure and Barring Service Check.



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