

leisure opportunities

20 August – 2 September 2019 Issue 769

Your careers & recruitment partner

Equinox's home fitness launch overshadowed by Trump furore

The backlash over billionaire Stephen Ross' fundraiser for Donald Trump's 2020 presidential campaign has overshadowed a major announcement by premium fitness operator Equinox.

Ross – who as chair of Related Companies is the ultimate owner of Equinox – hosted a US\$100k-\$250k-a-ticket bash in support of the controversial president.

The news of the party provoked a furious response from members of Equinox and SoulCycle – the indoor cycling studio chain owned by Equinox.

The timing of the #BoycottEquinox campaign, which trended across social media, resulted in the company's announcement of an at-home digital venture, to rival the likes of Peloton, going largely unnoticed.

Equinox had revealed the plans for the multi-brand digital fitness platform just hours before the furore broke over Ross' links to Trump.



■ Equinox and SoulCycle have reportedly been busy taking cancellations after it was reported that owner, Stephen Ross (left), was hosting a fundraising event for Donald Trump

The as-yet unnamed platform will feature premium content created within the company's ecosystem of brands – including Equinox, SoulCycle and Precision Run.

Significantly, the digital offering will be complemented by the launch of commercial-grade equipment, including a custom SoulCycle bike for at-home use.

[More: http://lei.sr/3q9U2_0](http://lei.sr/3q9U2_0)



Members took to social media to express their outrage, with many stating their intention to cancel their membership

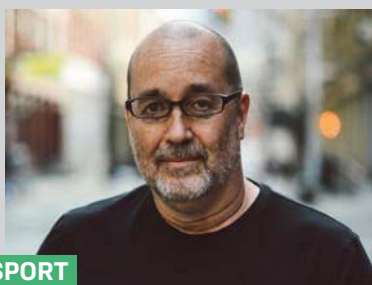


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Allan Fisher looks to further grow brand globally

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Fan experience at the centre of 52,000-capacity venue

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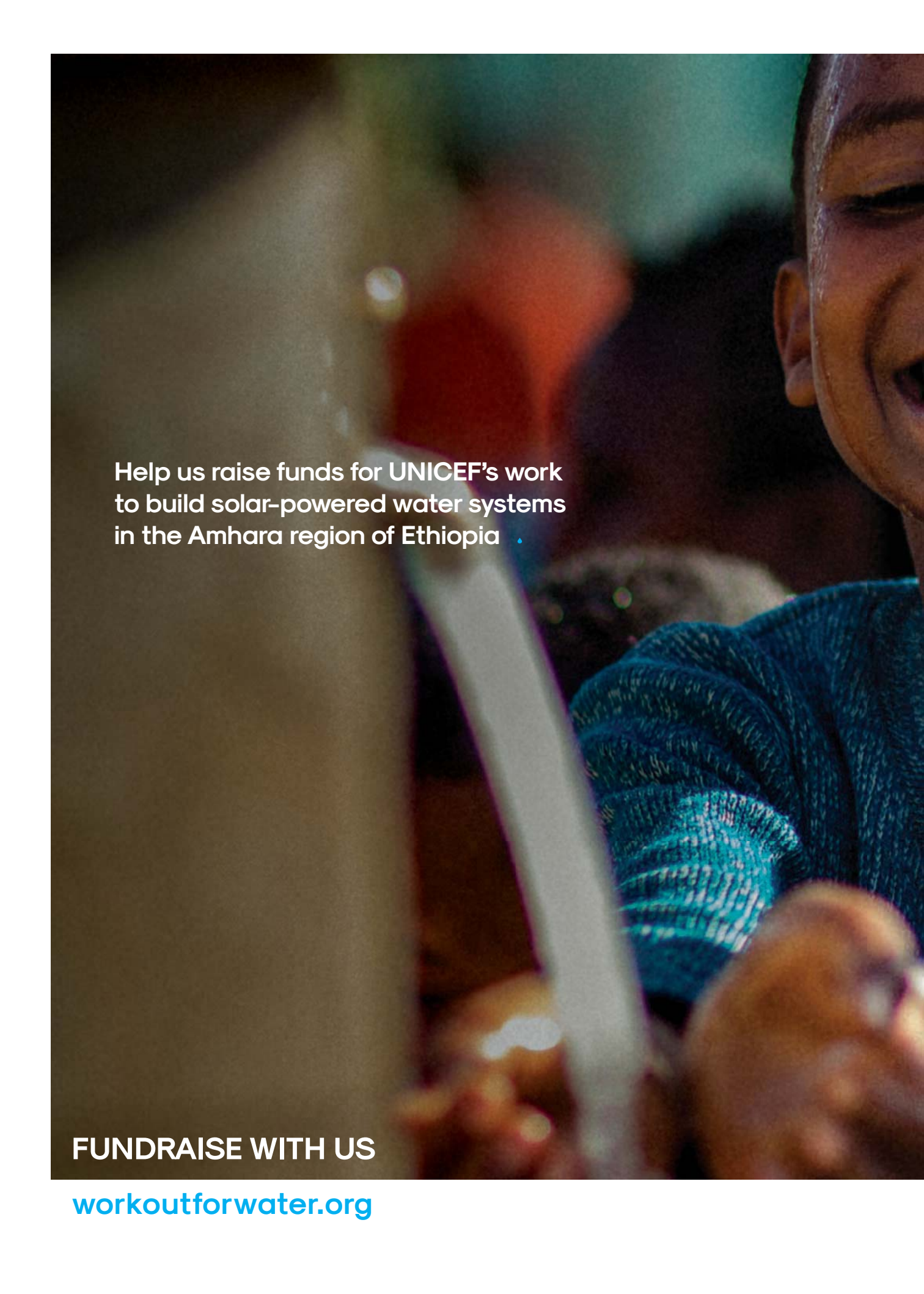


ATTRACTIONS

Merlin Entertainments returns to growth

Nick Varney says group will continue to expand

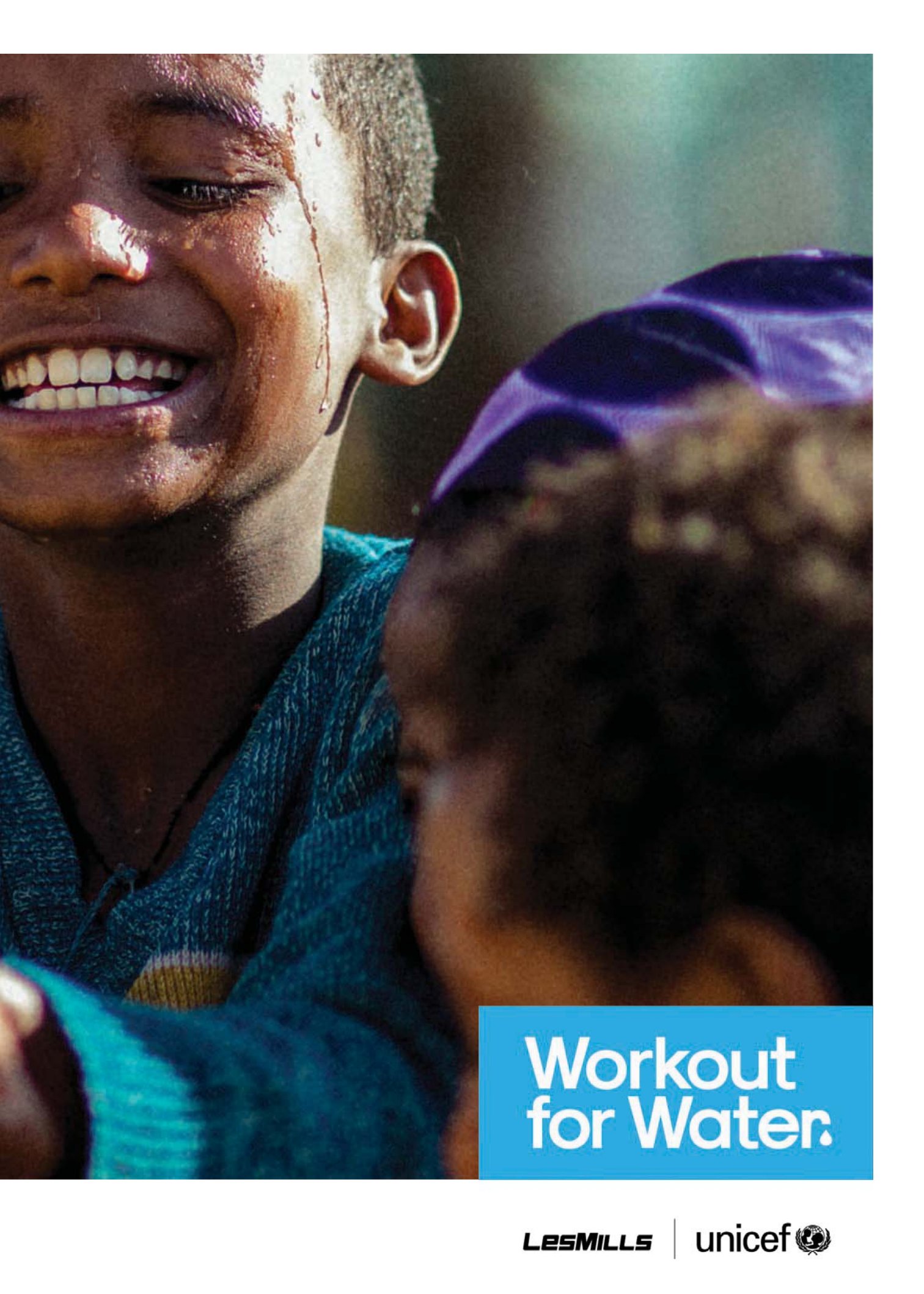
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Social media experimentation key to success, says **Adam Koszary**, man behind 'absolute unit' campaign

Adam Koszary, the man behind the Museum of English Rural Life's (MERL) social media channels, has urged other museums to experiment with their platforms if they want to have similar online success.

Koszary was responsible for the museum in Reading increasing its following on Twitter 9,700 to more than 134,000 in the last year, following a social media adventure featuring a host of farmyard animals, an entertaining encounter with JK Rowling and a social rivalry with Elon Musk.

Managing MERL's tweets since early in 2016, it wasn't until 9 April 2018 that things



■ Koszary was behind MERL's social media surge in 2018 and 2019

"Give up 'the fear' and experiment all the time. Focus on what makes your museum unique"

really started to take off for Koszary and the museum.

That day – international unicorn day – while looking

for a picture of anything that resembled a unicorn amongst the museum's collection of 40,000 images, Koszary

posted an image of a huge Exmoor Horn aged ram, with the caption "look at this absolute unit". Soon after, the museum found itself trending worldwide on Twitter, with Koszary riding a wave of social momentum to engage MERL with a completely new audience in a way the museum hadn't seen before.

"All of this has been reacting to something and jumping on a story," he said. "We have hundreds of things which could be stories but we only have so much time in the day, so we take the ones which appear to have the most value.

"Give up 'the fear' and experiment all the time. Focus on what makes your museum unique."

Parkour pioneer **Eugene Minogue** to stand down as chief executive of Parkour UK



■ Minogue was instrumental in UK becoming the first country to officially recognise parkour as a sport

Parkour UK chief executive Eugene Minogue will step down from his role after 10 years in the role.

During his tenure, Minogue – who has held the role since the founding of Parkour UK in 2009 – has raised the profile of the activity and was instrumental in a successful campaign to ensure the UK became the first country to officially recognise parkour as a sport.

Thanks to its recognition as a sport by Sport England,

"It has been an honour to witness the rapid growth of our sport and community over the past decade"

parkour is now eligible to bid for government and National Lottery funding.

Commenting on his decision to stand down, Minogue said: "It now feels like the right time for me to step down and for somebody new to take the organisation forward through the next period of its growth and development to continue establishing

Parkour/Freerunning as a 'social-norm'.

"It has been a true honour to serve as the founding CEO of the first-ever recognised NGB for Parkour/Freerunning globally in Parkour UK, and to witness the rapid growth of our sport and community over the past decade.

"During those 10 years, we have achieved so much."



■ Lord Coe has held the role of IAAF president since 2015

{ **"We have a strong list of candidates from 44 countries applying for IAAF Council positions"** }

Unopposed **Seb Coe** set to be re-elected IAAF president

Seb Coe is set to be re-elected as president of the International Association of Athletics Federations (IAAF) after the former London 2012 chief was confirmed as the only candidate for the role.

Lord Coe, who has held the role since 2015, is expected to be named president for a further four-year term at the IAAF Congress on 25 September 2019.

While Coe's nomination will be unopposed, there will, however, be fierce competition for a number of other positions on the IAAF Council. The IAAF published a list of 45 candidates who have put themselves forward for election to the remaining 17 positions on the

council – the international federation's governing board.

The 18 roles on the council are broken down into one president, four vice presidents – at least one of which will be female – and 13 Individual members.

In recent years, there has been a focus on increasing the gender balance on the council, which has seen a 10 per cent increase in female candidates.

"We have a strong list of candidates from 44 countries applying for IAAF Council positions which demonstrates the global strength of our sport," said Coe. "I'm particularly pleased that almost 40 per cent of the Individual Candidates are female."

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Rich Millard joins Future Fit Training's senior team

Industry veteran Richard Millard has joined Future Fit Training as non-executive ambassador, a new consulting role created to enable the training organisation respond to sector needs.

Millard, who has spent more than 40 years in the leisure industry, joins Future Fit from Places Leisure, after retiring from his position as partnership director in June.

He currently chairs the CIMSPA Sport and Physical

"The needs of our customers are complex and we must ensure our workforce is more multifaceted"

Activity Sector Professional Development Board.

Rob Johnson, founder of Future Fit Training said: "Rich was heavily involved in future-proofing the sector at Places Leisure and his experience in thought leadership, alongside his knowledge of operations and funding, will be invaluable to us."

Millard added: "I've had a fulfilling 43-year career in

the fitness sector and over the years have developed a particular interest in skills and people/talent development.

"The needs of our customers are becoming increasingly complex and we must pull together to ensure our workforce is more multifaceted and has sufficient soft skills and empathy alongside the obvious technical skills."

■ Millard has spent more than 40 years working in the leisure industry

Ukactive calls on Boris Johnson to 'personally champion' physical activity

How Edwards, CEO of ukactive, has called on the new Prime Minister, Boris Johnson, to not let Brexit distract from the "most pressing issue" of our times – the health of the nation.

In an open letter, penned following Johnson officially taking office at Number 10, Edwards writes: "We congratulate Boris Johnson on his appointment as Prime Minister at this pivotal moment in the UK's history.

"We truly hope his pledge to refocus government energy on domestic issues can be fulfilled, as Brexit continues to marginalise the major societal issues that urgently require



■ Boris Johnson became Prime Minister on 24 July

"The new Prime Minister must personally champion the value of physical activity to how we live, work, and play in our communities"

the focus of Whitehall. The most pressing issue is undoubtedly our population's health, and

it is imperative this new government commits to valuing health in all policymaking, across all

departments, starting with the Comprehensive Spending Review.

Edwards also called on Johnson to take a personal, active role in ensuring physical activity is placed at the heart of government strategy.

"Furthermore, the new Prime Minister must personally champion the value of physical activity to how we live, work, and play in our communities, and recognise the vital role that both ukactive's members and the wider sector play in its promotion," Edwards wrote.

"Greater energy and focus from government is now needed to unleash their full potential."



■ Hardy's call comes after API research showed adults are concerned over children's activity levels and their lack of outdoor play

API chair **Mark Hardy** calls for urgent investment in public play provision

Mark Hardy, the chair of Association of Play Industries (API), has called for urgent and sustained investment in public play provision.

The call comes as the trade association launched a new campaign, titled "Play Must Stay", which highlights the results of a survey of 1,100 parents conducted earlier this year.

The research, commissioned by API, asked parents about their children's outdoor play and indoor screen time habits – and revealed a growing concern over children's activity levels

and the shift from outdoor play to indoor screen time.

Headline findings include that the vast majority of parents consider playgrounds as "vital" in getting children outdoors and physically active.

"Children are being 'pulled' indoors by screens and 'pushed' away from outdoor play because of the alarming and continued decline in public playgrounds," said Mark Hardy, API chair.

"They are experiencing a childhood where time spent playing and being active is negligible compared to previous generations."

"Children are being 'pulled' indoors by screens and 'pushed' away from outdoor play due to the continued decline in public playgrounds"

Mark Hardy

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BOUTIQUES

Holmes Place founder takes over TRIB3

Fitness industry veterans Allan and Jonathan Fisher have completed a Series A capital investment deal in boutique fitness brand TRIB3, which has seen them acquire a controlling stake in the business.

Allan Fisher is the founder of premium health club operator Holmes Place, which he continues to be involved in today. Together with his son Jonathan, the pair also operate the low-cost brand ICON.

The Fishers' activities in the fitness sector span a period of more than 40 years and include the recent rollout of EVO – a boutique convenience gym offering – in central Europe.

Following the deal, the Fishers will join TRIB3's board of directors, with Jonathan taking up the position as chair of the board.

TRIB3 co-founder Kevin Yates will continue in his role as CEO.

The investment will be used to further expand TRIB3.

"TRIB3 is arguably offering one of the most exciting and motivational workout experiences in the booming boutique segment of the market," said Allan Fisher.

"We are hopeful that our connections and experience in the sector will help TRIB3 to achieve its aspirations of becoming a global community."

[More: http://lei.sr/h8A9g_0](http://lei.sr/h8A9g_0)



■ TRIB3 currently has nine locations in five countries



We hope our experience in the sector will help TRIB3 grow

Allan Fisher

PUBLIC FUNDING

Healthy Ageing Challenge fund to hand £12m to SMEs



The accelerator has been designed to stimulate private investment in business-led research and development

A new initiative looks to deliver innovation in the healthy ageing market as part of the government's Industrial Strategy.

In total, £12m worth of grants will be distributed to micro, small or medium-sized enterprises (SMEs) and social enterprises which develop measures aiding healthy ageing – including those involving physical activity.

The Healthy Ageing Investment Accelerator is being driven by UK Research and Innovation (UKRI), which is now looking for equity investors to partner with it in the process.



■ The grants are open to physical activity developers

The accelerator has been designed to stimulate private investment in business-led research and development, to grow and bring to market healthy ageing products and services that have the potential to be adopted on a wide scale.

[More: http://lei.sr/j6z7p_0](http://lei.sr/j6z7p_0)

REFERRALS

Toolkit launched to help GPs encourage physical activity



Physical activity has a key role to play in improve people's health

Tim Hollingsworth

A new initiative has been launched to encourage more GP practices in the UK take measures to increase activity and reduce sedentary behaviour among their patients and staff.

The new Active Practice Charter is aimed at the UK's 8,000+ GP practices and has been designed to help them raise awareness of the simple changes that patients – and staff – can make to improve their physical and mental wellbeing.

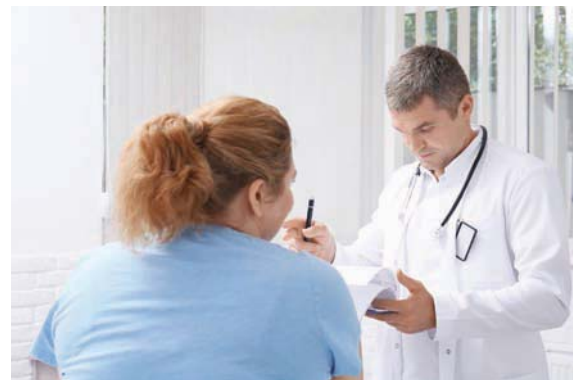
Created in partnership by Sport England and the Royal College of GPs (RCGP), the toolkit follows research which revealed that one in four

people would be more active if it was recommended by a GP or nurse.

As part of the initiative, the GPs using the charter to highlight the benefits of activity to patients can achieve "Active Practice" status.

"Physical activity has a key role to play in helping people manage and improve their health and wellbeing," said Sport England chief executive Tim Hollingsworth.

[More: http://lei.sr/d2j7d_0](http://lei.sr/d2j7d_0)



■ The toolkit has been created in partnership by Sport England and the Royal College of GPs

FRANCHISING

UFC Gym to open its first UK site in September

Franchised fitness company UFC Gym has revealed details of its first UK club.

The 18,000sq ft studio will be located in Nottingham and will offer three formats – Signature, Core and Class – offering members the choice of functional fitness classes, group and private MMA training, dynamic performance-based training, group classes and MMA youth programming.

The Nottingham studio is the first of a targeted 105 clubs across the UK and Ireland over the next 10 years.

UFC Gym has signed a partnership deal with



■ The Nottingham studio is the first of a targeted 105 clubs across the UK and Ireland over the next 10 years



The partnership with Life Fitness provides us with options

Joe Long

Life Fitness to supply the Nottingham site with equipment from its Hammer Strength, Cybex and Indoor Cycling Group brands.

The UK openings are being delivered by master franchisee TD Lifestyle – a venture set up to manage the portfolio.

"Our partnership with Life Fitness provides us with a wide range in options from across their brand portfolio," said Joe Long, director at TD Lifestyle.

[More: http://lei.sr/D4v8N_0](http://lei.sr/D4v8N_0)

Xn Leisure launches Leisure Hub platform for health clubs

Xn Leisure, a provider of IT solutions for the leisure industry, has launched the Leisure Hub, a new self-service member platform for gyms.

The solution, which was unveiled at Xn Leisure's National User Conference in June, is billed as a 'unique customer service package' and offers a range of features that enable members to interact with their health club.

It is designed to integrate into a club's app or website and gives control over the management of memberships and payments.

[More: http://lei.sr/sOb2H](http://lei.sr/sOb2H)

NEW OPENING

Boom Cycle to open fifth London site

Boom cycle has revealed plans to open its fifth London site this September.

Located close to the London Eye in Waterloo, the 6,000sq ft (557sq m) club will be the biggest studio to date and will form a part of the Southbank Place development.

The site will house two studios, kitted out with Funktion-one sound systems and Schwinn indoor bikes.

Boom Cycle has also signed a deal with boutique operator Studio Lagree, which will see a Lagree Method workout space operate under the same roof.

Boom Cycle is hoping to utilise the footfall at the adjacent Waterloo Railway

Station – which sees 100 million visitors and commuters every year.

Launched in 2011, Boom Cycle currently operates four sites in London – in Holborn, Hammersmith, Monument and Battersea Power Station.

"We started with a tiny basement space in a back street in Shoreditch but our ambitions have always been the same, to make Boom Cycle a national brand recognised all over the UK," said Robert Rowland, Boom Cycle co-founder.

"The Waterloo studio will be a seminal one for us with a massive, established footfall, incredible transport links and part of a landmark location."

[More: http://lei.sr/G7p7a_0](http://lei.sr/G7p7a_0)



■ The indoor boutique concept was launched in London in 2011



The Waterloo studio will be a seminal one of us

Robert Rowland

ACQUISITIONS

ukactive summit to pitch activity as critical to health policy



The seminar programme will examine three major areas of public life under the banners of "How We Live", "Where We Live" and "How We Work"

This year's ukactive National Summit will explore plans to shape the future of public health, the workplace and the high street.

The theme for the event has been revealed as "The Backbone of a Modern Britain", positioning physical activity – and the sectors that deliver it – as critical to the future health, wellbeing and prosperity of the nation.

The seminar programme will examine three major areas of public life under the banners of "How We Live", "Where We Live" and "How We Work". Sessions will focus on showing how



■ ukactive will use the event to promote physical activity as the 'backbone of a modern Britain'

the sector is inextricably connected and influenced by other sectors and institutions, from construction, housing and building developers, to employee benefits providers, and the insurance, retail and business sectors.

[More: http://lei.sr/3V7W8_0](http://lei.sr/3V7W8_0)

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MEDICAL FITNESS

Lanserhof opens at London's Arts Club

German wellness operator Lanserhof has opened its first UK location at the historic Arts Club in London.

The six-storey luxury health and wellness club – situated on Dover Market Street in Mayfair – has a focus on personalised services and houses a wide range of gym spaces equipped by Technogym, exercise and studio rooms and a full-service spa featuring treatment rooms and a cryotherapy chamber.

Designed by Ingenhoven Architects, Lanserhof London mixes a wellness offer with a range of medical facilities, such as MRI scanning, cardiovascular screening, body metabolism

analysis and two physical therapy labs.

Upon joining, each member will undergo a consultation with two different doctors who will use various tests to assess the member's current state of health – before deciding how to best achieve their physical goals.

"With a special focus on preventive medicine, advanced medical diagnostics and advanced training methods, Lanserhof at The Arts Club enables its members to exercise better, improve their resilience and enrich their lives holistically," Lanserhof said in a statement.

[More: http://lei.sr/N9n2a_0](http://lei.sr/N9n2a_0)



■ The ultra-luxury club was designed by Ingenhoven Architects



Lanserhof at The Arts Club enables its members to exercise better, improve their resilience and enrich their lives holistically

PARTNERSHIPS

Jordan kits out gym for Premier League club Norwich



The gym's free weights have been personalised for the club, featuring the club's six core values: Belonging, Commitment, Pride, Resilience, Integrity and Growth

Premier League new boys Norwich City have benefited from an upgraded training facility during their preparations for the upcoming season.

The club, which was promoted to the English top flight last season, has been putting the finishing touches of its pre-season training at a gym designed and installed by Jordan Fitness.

The upgraded gym at the club's Colney Training Centre includes elite performance power racks, new functional equipment including the unique Tufnut and a customised sprint track. The gym's free weights have been personalised



■ Jordan upgraded the club's Colney Training Centre

for the club, featuring the club's six core values: Belonging, Commitment, Pride, Resilience, Integrity and Growth.

Players have also had the use of a new outdoor training space which includes Jordan's Ignite rig and a triple width sled track for weighed sled drills.

[More: http://lei.sr/t4K50](http://lei.sr/t4K50)



Supporting Charities and Communities



At Legend many of us have been touched by cancer and its consequences. By competing in the spectacular York Micklegate Run Soapbox Challenge on **Monday 26th August 2019**, we hope to raise funds for Cancer Research UK and show our support for both those affected by this terrible condition and those who work tirelessly researching to find a cure.



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PUBLIC SECTOR

Scotland – future leader in mountain biking?

Scotland has published a strategy outlining the country's vision to become "the leader of mountain biking in Europe".

The six-year plan – covering the years 2019 to 2025 – sets out a framework in which mountain biking can continue to develop and grow sustainably.

It defines three primary targets: to grow the number of visits to Scottish outdoors made by mountain bikers by 33 per cent to 2 million; to increase mountain biking's annual total economic GVA contribution to £158m (a 51 per cent increase); and to have a world champion or world series winner in every mountain bike discipline.

"The strategy's threefold aim is to increase participation, to support developing athletes and to increase the economic contribution of the sector to the wider Scottish economy," said Fiona Hyslop, cabinet secretary for culture, tourism and external affairs.

"We want Scotland to be recognised as the leader of mountain biking in Europe."

The strategy has been developed on behalf of all stakeholders in Scottish mountain biking – from regular riders and tourists to product designers and manufacturers. It is published as the country is due to host the UCI World Championships in 2023.

[More: http://lei.sr/a3Y3C_0](http://lei.sr/a3Y3C_0)



■ The strategy outlines a target of increasing mountain biking's annual total economic GVA contribution by 51 per cent to £158m



We want to increase the economic contribution of the sector

Fiona Hyslop

EXPANSION

Rangers reveal plans to expand Ibrox Stadium



We're looking to expand capacity to 55,000

Stewart Robertson

Rangers Football Club managing director Stewart Robertson has said the club is considering expanding its iconic Ibrox Stadium in Glasgow.

Speaking to local media, Robertson said the club had undertaken a feasibility study into adding thousands of extra seats, which could see the venue's capacity increased to 55,000.

The expansion would be the biggest project the club has undertaken on the venue for more than 20 years – since the stadium's corner stands were developed in the 1990s. Robertson said the plans, which would not involve a new stand, but



■ The expansion would be the biggest project the club has undertaken at Ibrox for more than 20 years

rather adding new rows of seats around the stadium, are necessary to cope with the increased demand for tickets.

"It's something we're looking at," he told media. "But we won't see anything as grand as another tier built on top of one of the existing stands."

[More: http://lei.sr/Y7e7E_0](http://lei.sr/Y7e7E_0)

MAJOR PROJECT

Everton FC reveals designs for its £500m stadium



We want to create a new home for generations of fans

Dan Meis

Details have been revealed for a brick and steel construction which will make the new Everton Football Club stadium appear "as though it has risen from the dock".

US architect Dan Meis has unveiled his much-anticipated plans for the £500m venue in Liverpool, which will be built at the semi-derelict Bramley Dock and is estimated to deliver a £1bn boost to the city's economy.

The stadium is made up of four distinctive stands, including a large steep home to the south that will house 13,000 home fans on matchdays.



■ Overall capacity will initially be set at 52,000

Overall capacity will initially be set at 52,000, with the opportunity to expand to 62,000 seats.

"This project isn't about a building or piece of architecture, it's about creating a new home for generations of fans," Meis said.

"We know from all of the conversations we've had with fans that they want a stadium that is atmospheric, feels like a fortress and supports the players on the pitch."

[More: http://lei.sr?a=h5Y4a](http://lei.sr?a=h5Y4a)

COMMONWEALTH GAMES

Birmingham 2022 branding and logo revealed

The Birmingham 2022 Commonwealth Games Organising Committee (Birmingham2022) has revealed the brand identity and logo for the event.

Launched three years to the day until the opening ceremony, the brand vision has been built around the theme of 'a Games for Everyone'.

The branding will form part of efforts to take advantage of what city officials have called the "most significant opportunity it has ever had to showcase the region to a global audience".

The logo has been co-created with people



■ The brand's theme is 'a Games for Everyone'.



The event is an opportunity to put this city on the map

Ian Reid

from the region and the brand connects key West Midlands destinations – many of which will host events during the Games.

"In three years' time, millions of people will join us in celebrating the opening of the Birmingham 2022 Commonwealth Games, which is why it will provide a once-in-a-lifetime opportunity to put this city on the map," said Ian Reid, Birmingham 2022 CEO.

[More: http://lei.sr/K5Z2b_0](http://lei.sr/K5Z2b_0)

FIFA to expand Women's World Cup to include 32 teams

The success of the recent Women's World cup – and the resulting increase in interest in women's football – has led the world governing body FIFA to expand the number of teams taking part in the tournament from 24 to 32.

The change will take place immediately, meaning that the next tournament – in 2023 – will follow the new, enlarged format.

"The success of this year's FIFA Women's World Cup in France made it very clear that this is the time to keep the momentum going," said FIFA president Gianni Infantino.

[More: http://lei.sr?a=Z7P5R](http://lei.sr?a=Z7P5R)

MAJOR EVENTS

Cricket World Cup legacy: one million kids activated



We set ourselves an ambitious ambition and have met it ahead of time

Tom Harrison

The Cricket World Cup is set to provide English cricket a participation boost, as the tournament's legacy programmes saw more than one million children aged five to 12 connect with the sport during the competition.

The tournament – which concluded with an unforgettable final between England and New Zealand – had a legacy plan designed to ensure young people “fall in love with cricket” – creating the next generation of players.

The plans included involving thousands of schools across the England in Kwik Cricket competitions



■ The initiative follows this year's cricket World Cup

and games organised by the Chance To Shine charity – an initiative which engaged more than 700,000 children and 12,000 teachers in the sport.

“We set ourselves the ambitious target of connecting with one million young people and we are delighted to have met our goal ahead of time,” said ECB chief executive Tom Harrison.

[More: http://lei.sr/a8Z6N_0](http://lei.sr/a8Z6N_0)

CAMPAIGNS

Sport is GREAT campaign kicks off 2020 preparations

A new marketing campaign has been launched to showcase the “best of British sport” around the world.

The ‘Sport is GREAT’ has been timed to mark one year to go until the Tokyo 2020 Olympic Games and will see posters and promotional materials being displayed in large cities around the world.

Designed to promote British sport to a worldwide audience, the government campaign is being supported by the British Olympic Association (BOA) and UK Sport.

There will also be a domestic campaign, with the aim of “inspiring the nation



■ The campaign promotes Team GB internationally



Olympic sport is something which we are genuinely world-class at

Hugh Robertson

to get behind Team GB” ahead of the 2020 Games.

Team GB finished second in the medals table at Rio 2016 with 67 podium finishes – and the government is hoping for a repeat performance next year.

“Olympic sport is something at which we are genuinely world-class and we want to use Tokyo 2020 to bring the country together,” said Sir Hugh Robertson, chair of the BOA.

[More: http://lei.sr/g3d5B_0](http://lei.sr/g3d5B_0)

€24.2m second phase completed at Ireland's National Arena

Ireland's National Indoor Arena has reached the second stage of its phased opening.

Facilities made available to both elite and community sport during the second phase include covered synthetic pitch facilities for rugby and Gaelic games, an indoor pitch which can accommodate a number of sports; a half-sized indoor rugby pitch and ancillary facilities.

The covered facility will allow Ireland's top athletes in the relevant codes to train all year round, regardless of weather conditions, in preparation for events.

[More: http://lei.sr/W2t4K_0](http://lei.sr/W2t4K_0)



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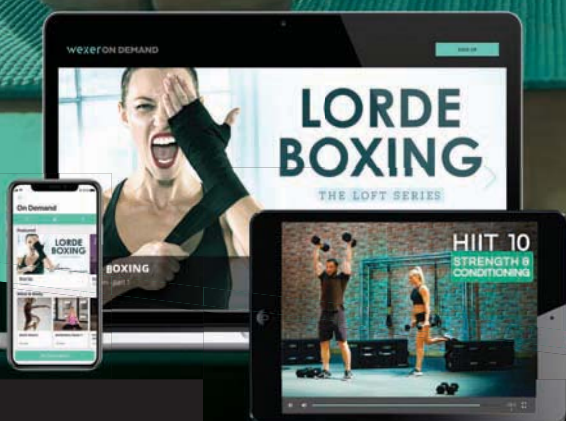
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A month of milestones

As Sport England delivery partner, we recently received a two-year funding award. The funding recognises the value of CIMSPA and our work as well as the close alignment of the Sport England and CIMSPA workforce strategies.

The funds allow us to accelerate the speed, scope and scale of our work. More than 50 per cent of the money will go towards servicing and supporting our members. We will expand our activity and work with new partners to support other areas of the sector, including sport and health & wellbeing.

We have significantly grown our team to achieve our goals. Our key areas of focus are as follows:

Insight – we will standardise insight in our sector; get a greater understanding of the workforce, including skills gaps, customer perceptions and employment trends; and understand individual development needs for different sector roles.

Professional standards – we will complete the sector's professional standards framework, support the implementation of the standards and ensure they are having the desired impact.

Endorsement and quality assurance – we will increase our number of education partners and support the transition of qualifications from previous “standards” models to align to the new professional standards.

Supporting employers – we will support employers around work-based training and provide suitable infrastructure for a more accessible, demand-led and coherent approach to funded training.

Policy & regulation – we will become the national workforce and education regulator, develop workforce policy and regulation, and lobby around workforce issues.

IT infrastructure – we will create a learning community for leaders and managers; enable the validation of qualifications against professional standards and allow individuals to manage their career progression and professional status.

Members – we will develop a new value proposition for our members and partners, develop a pathway to chartered status for full members and expand our communications.

Equality – we will gain the National Equality Standard at foundation level and increase applications from under-represented groups into both CIMSPA endorsed training and employment with our partners.

Engagement – we will raise our profile among the general public and among stakeholders to influence policy from government and other sectors that impact our sector.

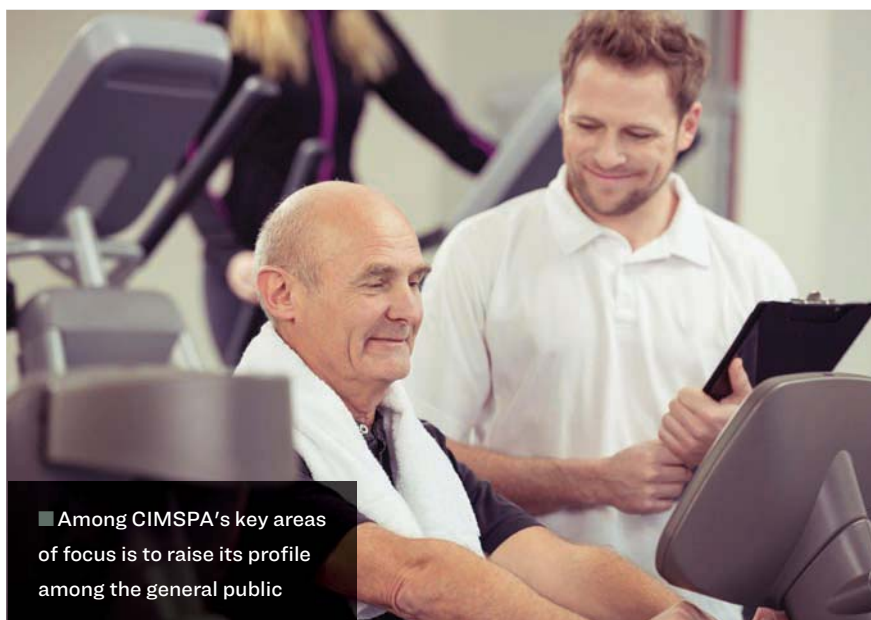
Governance – by 2021 we will be an exemplar organisation regarding our governance structures within our sector. ●



■ Tara Dillon, chief executive of CIMSPA



We will develop a new value of proposition for our members and partners



■ Among CIMSPA's key areas of focus is to raise its profile among the general public

Spa & wellness news

NEW CONCEPT

Ireland's first forest spa to open at Center Parcs



The concept is inspired by the tranquil properties of a forest

Neil Fairplay

Ireland's first Forest Spa, the Aqua Sana Spa, is set to open at the upcoming Center Parcs Longford Forest resort in Ballymahon, Ireland.

Opened at the end of July, the Aqua Sana Spa will boast a unique forest concept, developed by spa consultancy Sparcstudio, in partnership with Holder Mathias Architects and Sisk Group.

Designed to immerse guests in 'the relaxing and re-energising powers of nature', the €10m spa is housed in a purpose-built single storey building surrounded by woodland. It features 14 treatment rooms and 21 hot, cold,

herbal and meditative experiences across four thermal zones: Nordic Forest, Hot Springs, Volcanic Forest and Treetop Nesting, each offering its own unique thermal experiences.

Neil Fairplay, director of Sparcstudio, said: "The new 'Forest Spa' concept for Centre Parcs has been inspired by the tranquil and therapeutic properties of the Forest environment."

[More: http://lei.sr/N7j2P_0](http://lei.sr/N7j2P_0)



■ The Aqua Sana Spa will boast a forest concept

NEW OPENING

Woodland Spa to open at Dorset's Eastbury Hotel

The Eastbury, a Grade II-listed hotel in Sherbourne, Dorset, is set to open a new spa, as well as five new garden suites inspired by Victorian potting sheds.

The spa, called the Woodland Spa, is expected to open in September and will be tucked inside a leafy corner of the walled gardens.

Designed to resemble something out of a storybook, the spa is made from locally-sourced stone and features a sedum and moss roof and circular doorway.

It will be home to two treatment rooms, including a couples room, a hydrotherapy



■ The hotel is based at a Grade II-listed building



The Woodland Spa has been designed to resemble something out of a storybook

pool, sauna, steamroom, exercise area and private relaxation space.

Hotel owners Peter and Lana de Savary, the couple behind the Cary Arms & Spa in Torquay, Devon, worked closely with the project architects to create the 'quirky and enchanting' spa, as well as the garden suites.

The garden suites will feature private terraces, fire pits and sedum roofs.

[More: http://lei.sr/b4c5V_0](http://lei.sr/b4c5V_0)

HH launches treatments for cancer patients

Hastings Hotels (HH), an independent hotel group based in Northern Ireland, has launched a range of face and body treatments for guests living with, through and beyond cancer at its Culloden Estate & Spa and Slieve Donard resorts.

Working with Wellness for Cancer, an organisation specialising in cancer therapy training, and luxury product house ESPA, Hastings Hotels has developed a treatment menu, using natural products, to soothe the mind and nourish the body.

The menu consists of four treatments.

[More: http://lei.sr/J3x4F_0](http://lei.sr/J3x4F_0)

NEW OPENING

Majestic to open new spa in Harrogate

The Harrogate Spa, a new luxury destination spa, is set to open at DoubleTree by Hilton Majestic Hotel in Harrogate, North Yorkshire, towards the end of this year (2019).

Expected to open in November 2019, the spa forms a major part of the hotel's £15m renovation and is designed to celebrate Harrogate's rich 200-year history of spa treatments – drinking or bathing in the mineral waters of Harrogate was prescribed by doctors in the 19th century.

It will offer a wide range of restorative treatments alongside an expansive treatment menu of results-driven rituals from brand

partners ESPA, Thalgo, Carita and Jessica Nails.

Treatments will range from stress relieving and anti-ageing and will include holistic and mindful massages as well as nail services.

Facilities will include six treatment rooms, including two double treatment rooms, a 12.5 m (41.1 ft) indoor pool, as well as a number of therapeutic thermal experiences including a spa pool, Himalayan salt sauna, steamroom, Rasul, experience shower, and ice fountain. A relaxation lounge, Zen and Courtyard Spa Garden, spa cafe and terrace and fully-equipped gym and studio complete the spa's offering.

[More: http://lei.sr/b5y3Y_0](http://lei.sr/b5y3Y_0)



■ The Harrogate Spa will open its doors in November 2019



Facilities will include six treatment rooms, including two double treatment rooms, indoor pool and a number of therapeutic thermal experiences

MARKETING

Lanesborough signs Tata Harper partnership



We have developed four exclusive treatments for Lanesborough

Tata Harper

The Lanesborough Club & Spa in Belgravia, London is to become the first spa in the UK to offer Tata Harper products and treatments.

Launching in October 2019, guests and members will be able to experience the brand's 100 per cent natural and organic treatments, as well as purchase the full range of products from the Club & Spa boutique.

In addition, Tata Harper has worked with The Lanesborough to create an exclusive treatment menu consisting of four facial treatments and a body ritual. Each treatment is designed to



■ The Lanesborough will be the first spa in the UK to offer Tata Harper treatments and products

deliver targeted results and combines Harper's signature techniques with high-performance products.

Tata Harper, founder of the skincare company, said: "We have developed four exclusive treatments for Lanesborough using our natural products."

[More: http://lei.sr/x4J5o](http://lei.sr/x4J5o)



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Jenny Waldman,
Director,
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Other new speakers for VAC 2019 include Joss Croft of UKinbound, Martha Lytton Cobbold of Knebworth, Abigail Ollive of Castle Howard and David Willrich, immediate Past President of the Themed Entertainment Association.

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Attractions
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OPERATORS

Merlin Entertainments returns to growth

Merlin Entertainments has announced half-yearly results up to the end of June 2019, showing a return to growth for its Midway Attractions and Resort Theme Parks divisions, and revenue growth of 6.5 per cent compared to the first half of 2018 across the company.

Visitor numbers are up by 3 per cent to 30.8 million over the period, with Midway, which includes attractions such as Madame Tussauds, Sea Life and The Eye, growing its revenue by 8.1 per cent, while Resort Theme Parks, whose six parks include Alton Towers, Thorpe Park, Gardaland in Italy and Heide Park (Germany), saw organic revenue grow by 4.1 per cent (an operating loss of £9m).

Merlin has been busy opening and improving attractions during the period and has been pursuing a policy of transforming theme parks into destination resorts, leading to 372 new accommodation rooms being built at Legoland Billund Resort, Gardaland Resort and Alton Towers.

Nick Varney said the performance was broadly in line with expectations, adding: "With eight new Midway attractions opened in the period – and the ongoing development of new Legoland parks – we continue to build on our position as a multi-format international operator of branded entertainment."

[More: http://lei.sr/F2c3J_0](http://lei.sr/F2c3J_0)



■ Hundreds of new hotel rooms have been opened across Merlin's properties, including 372 rooms at Legoland Billund



We continue to build on our position as an international operator

Nick Varney

MAJOR PROJECT

Great Wolf plans £200m waterpark in Oxfordshire



Great Wolf will submit a planning application for the venture later this month, with construction on the £200m project set to begin in 2020

US waterpark operator Great Wolf Resorts has announced plans to open its first venture overseas, with the Great Wolf Lodge coming to Oxfordshire, UK, in 2022.

Great Wolf, which currently boasts 18 locations across North America, will submit a planning application for the venture later this year, with construction on the £200m venture scheduled to take place in 2020.

The proposed site is currently home to the Bicester Golf Course, half of which will be redeveloped to accommodate the 186,000sq m development.



■ Great Wolf has chosen the UK for its first location outside the US. Architects are ERP

Great Wolf says it expects 500,000 visitors a year, with Bicester chosen because of its transport links.

London-based architects ERP are lead designers for the project, with BMD providing landscape architecture, with consultancy DP9 handling planning.

[More: http://lei.sr/Z8F5Y_0](http://lei.sr/Z8F5Y_0)

Attractions news

HERITAGE

Innovation in heritage creates 'exceptional outcomes'



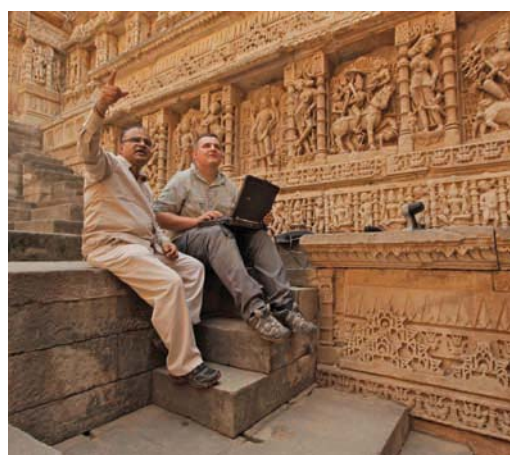
The report shows the imaginative work of UK organisations

Kate Pugh

Fifteen recommendations for improvement – covering areas such as funding, human resources and knowledge exchange – have been identified in a new report by the UK's National Commission for UNESCO, assessing the UK's performance in the cultural heritage sector.

The report – titled *Cultural Heritage Innovation - opportunities for international development* – concludes that the UK is creating "exceptional outcomes" that have an impact "well beyond the cultural field".

The report looks at 37 case studies in 40 countries and was authored



■ Among the projects involving UK operators is the UNESCO World Heritage Site Rani ki Vav in India

by Kate Pugh OBE, an independent heritage expert, and Helen MacLagan, non-executive director at the UK National Commission for UNESCO.

Pugh said that the report showed the "extraordinarily imaginative work of UK heritage organisations around the world".

[More: http://lei.sr/d2N4q_0](http://lei.sr/d2N4q_0)

INNOVATION

Space centre begins work on 'reality lab'

The National Space Centre (NSC) in Leicester is building a new laboratory for the creation of virtual, augmented and mixed reality media, which it says will extend its capacity to deliver community engagement and attract new audiences.

The Extended Reality Laboratory has been funded by the Inspiring Science Fund with support from the Local Growth Fund from Leicester and Leicestershire Enterprise Partnership (LEEP).

The lab, which is due to open by Christmas, will house workstations and a stereoscopic test



■ The centre is working with NSC Creative on the centre



This new facility will be a great asset for students and young people

Kevin Harris

dome. It will be the base of the new NSC Creative Academy, giving young people the opportunity to work with industry experts.

Kevin Harris, chair of the LLEP, commented: "Not only will this new facility be a great asset for students and young people, it will also open up space-related opportunities to communities within Leicester and Leicestershire."

[More: http://lei.sr/V5d9N_0](http://lei.sr/V5d9N_0)

Tintagel Castle's £5m heritage project opens

A £5m programme of improvements by English Heritage at Cornish tourist attraction Tintagel Castle has reached a milestone, with the opening of a footbridge that joins the two halves of the castle for the first time in more than 500 years.

Designed by Ney & Partners engineers and William Matthew Associates Architectural Practice, the bridge spans a 190-foot gorge between the 13th-century gatehouse on the mainland and the courtyard on a jagged headland jutting into the sea.

[More: http://lei.sr/Y2x5Z_0](http://lei.sr/Y2x5Z_0)



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Wheel of fortune

The London Eye is set to lose its status as Europe's tallest observation wheel, following the approval of plans to build the "Whey Aye"



■ Designed by Concept I, the wheel will be built next to the river Tyne

Plans to build Europe's tallest observation wheel in Newcastle have been given the green light by the city council. The 140m-tall Whey Aye – named after a popular phrase in the local dialect pronounced 'why eye', meaning 'yes' – is being developed by the World Wheel Company and is set to stand five metres taller than The London Eye.

A major project

Designed by Concept I, the wheel will be built at on Spillers Wharf, on the river Tyne. It will form the centrepiece of the £100m The Giants on the Quayside development, which will include a family entertainment centre filled with trampolines, climbing walls, a skywalk and a separate café.

A 'Giant Sports Deck' will also be built, featuring a multi-purpose play and sports complex, with covered five-a-side pitches and tennis courts available for public hire, as well as a virtual golf club called The Quayside Golf Club.

Phase one of the development is set to include an 837sq yd (700 sq m) LED digital screen on the facade of the visitor centre, at the base of The Whey Aye, which will be used to communicate information about local

The idea of one of the world's largest observational wheels operating here in Newcastle has captured people's imaginations



The development has the potential to be a real game-changer for the city and the surrounding region

culture and events as well as social media content and advertising.

Newcastle City Council's planning committee granted the wheel and the associated buildings planning permission on 26 July – subject to conditions being met. A decision on the LED screen has been deferred to a future planning meeting.

Bringing in the crowds

"The idea of one of the world's biggest observational wheels operating here in Newcastle has captured a lot of people's imaginations," said Ged Bell, Newcastle City Council's cabinet member for employment and investment.

"The development has the potential to be a real game-changer for the city and the surrounding region, creating hundreds of jobs for local residents and attracting thousands of new visitors,

which can only be good for shops, restaurants, cafes and local businesses.

"I am delighted that the planning committee has approved these exciting plans and I look forward to seeing this derelict site coming back to life over the coming months."

Positive reception

The entire Giants on the Quayside development will cover 344,500 sq ft (32,000 sq m) in total and is expected to take 18 to 24 months to build.

"We have had an overwhelmingly positive response to our plans so far and hope this latest announcement will whet people's appetites even further," said Phil Lynagh, chief executive officer of World Wheel Company.

World Wheel Company has previously designed and built giant observation wheels in Suzhou, China and Tbilisi, Georgia. ●



■ The project will also include a large FEC packed with attractions



Through the release of BDNF, the endurance muscles are transformed into strength muscles

Christoph Handschin



Strength vs. endurance

Why does strength training come at the expense of endurance muscles? A new study could hold the answers



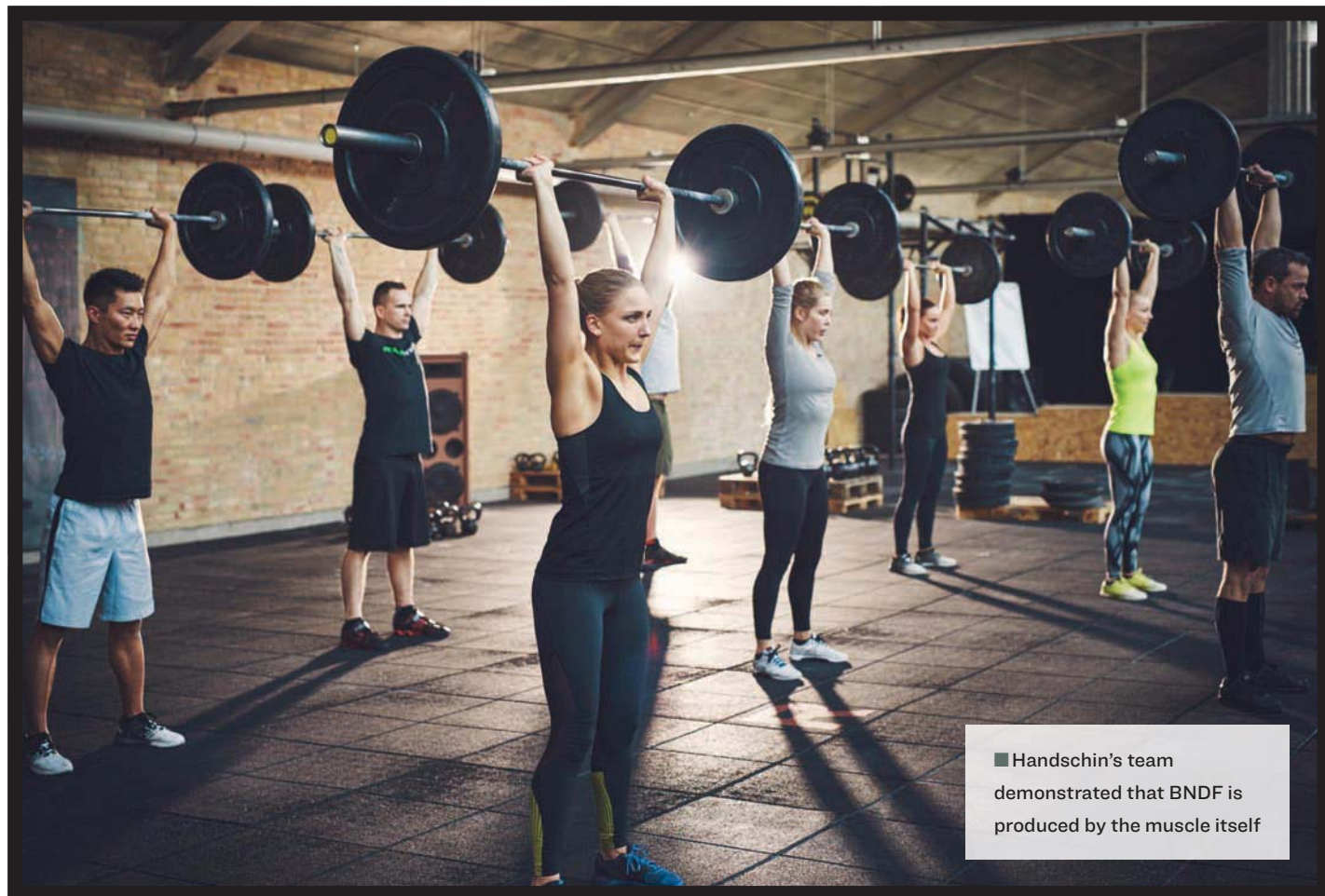
■ The study found that BDNF helped develop 'strength muscles', but led to endurance muscle fibre numbers to decline

New research has provided a possible explanation for the perceived decrease in endurance musculature as a result of strength training – which could also provide new insights into age-related muscle atrophy.

Researchers at the University of Basel's Biozentrum in Switzerland set out to investigate what exactly happens in the muscle during training – specifically when it comes to the neurotransmitter brain-derived neurotrophic factor (BDNF) and the effects it has.

The team, led by professor Christoph Handschin, studied the BDNF, which plays an important role in the formation of muscle fibres.

Handschin's team demonstrated that BDNF is produced by the muscle itself and is capable of remodelling the neuromuscular synapses, the



It is interesting that BDNF not only exerts an influence on the muscle, but is produced by the muscle itself

neuronal junctions between the motor neurons and muscle.

The conclusion is that BDNF not only causes the strength muscles to develop, but at the same time leads to the number of endurance muscle fibres to decline.

"It is interesting that BDNF is produced by the muscle itself and not only exerts an influence on the muscle," Handschin said.

"At the same time, it affects the neuromuscular synapses, which are the junctions between the motor neurons and muscle.

"However, strength muscle growth occurs at the expense of the endurance fibres. More precisely, through the release of BDNF, the endurance muscles are transformed into strength muscles.

"This makes BDNF a factor proven to be produced by the muscle itself and to influence the type of muscle fibres formed."

In a follow-up study, the research group also showed that in muscle lacking BDNF the age-related decline in muscle mass and function is reduced.

"We didn't expect this result", said Handschin. "It also makes the findings interesting for treatment approaches for muscle atrophy in the elderly."

The new knowledge gained about the myokine BDNF will, according to Handschin, provide a possible explanation for the decrease in endurance musculature seen as a result of strength training.

This correlation – and muscle remodelling – is already being taken into account in the training plans used for a number of high-performance sports. These include sporting disciplines such as rowing and those which are geared towards strength and endurance. ●



■ The study could also provide new insights into age-related muscle atrophy



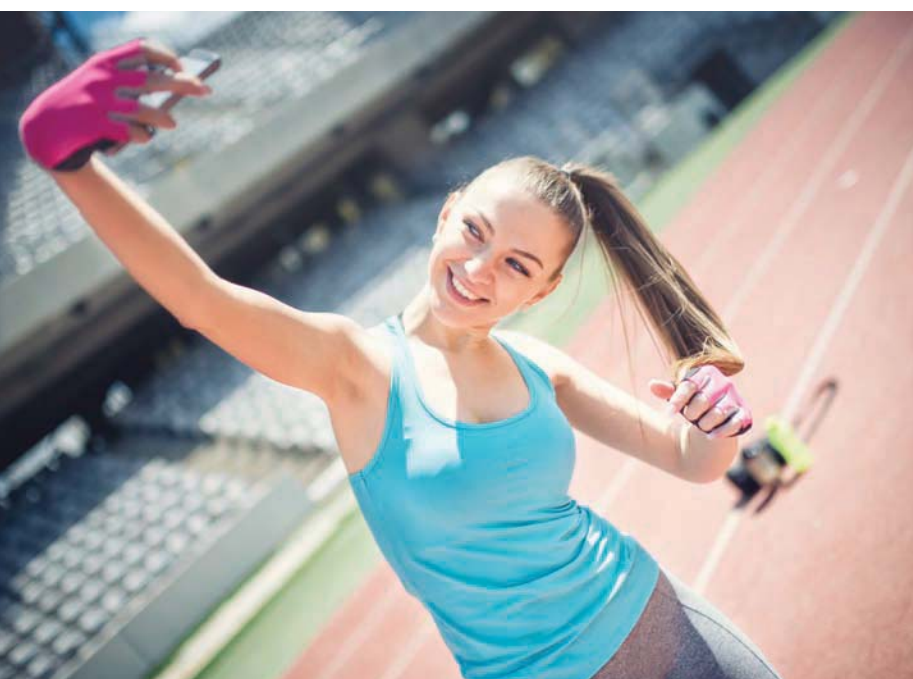
By understanding differences in how people exercise, we can design interventions that target people's specific needs

Dr. Elaine Nsoesie



Social fitness

Researchers have used social media and AI to gain insight into people's exercise habits. Could the results be used to get entire nations more active?



■ Researchers analysed the language of exercise-related tweets to gain insight into activity trends

Boston University School of Public Health (BUSPH) has combined social media posts and machine learning to chart entire populations' exercise habits.

BUSPH researchers combed through exercise-related tweets from across the US and analysed the language of the tweets to uncover how different populations feel about different kinds of exercise.

UNPACKING DATA

The researchers used a set of artificial intelligence models to find and analyse more than 1.38m relevant tweets by 481,146 individual Twitter users in 2,900 US counties.

By doing so, researchers were able to unpack regional and gender differences in exercise types and intensity levels.

■ The researchers used a set of artificial intelligence models to find and analyse more than 1.38m relevant tweets by 481,146 individual Twitter users



“ The study showed that, in most cases, lower-income communities lack access to resources that encourage a healthy lifestyle ”

CREATING INTERVENTIONS

According to Dr. Elaine Nsoesie, assistant professor of global health at BUSPH, the research unearthed insight that could be used to help make populations more active.

“By understanding differences in how people are exercising across different communities, we can design interventions that target the specific needs of those communities,” Nsoesie said.

“The study showed that, in most cases, lower-income communities tend to lack access to resources that encourage a healthy lifestyle.”

Dr. Nina Cesare, study senior author and postdoctoral associate in global health at BUSPH, added the study could pave way for further research.

“In the future, social media and other digital data could help create

interventions and policies informed not just by the habits of these communities, but also by what they think of different physical activities.

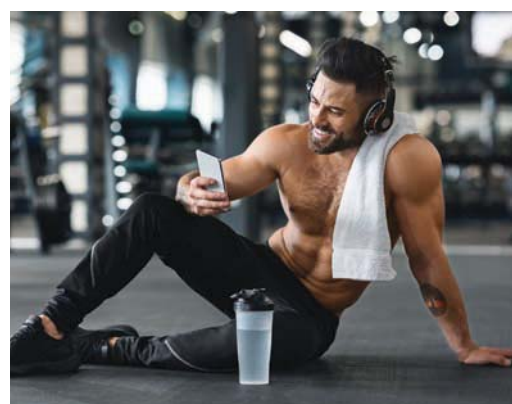
“We believe this work provides a step in the right direction.”

TERMS OF ENDEARMENT

The top exercise terms were walking, dance, golf, workout, run, pool, hike, yoga and swim.

Walking was the most popular activity overall, but other activities varied by gender and region.

Findings included that women in the West of US did more intensive exercise than in any other region, while the Midwest had the most intensive exercise among men. Men did slightly more intensive exercise than women overall, and South had the biggest gender gap in exercise intensity. ●



■ “Workout” was among the most popular social media terms

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Is there more?

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Meet the Leisure Opps recruitment team



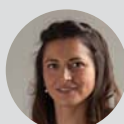
Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



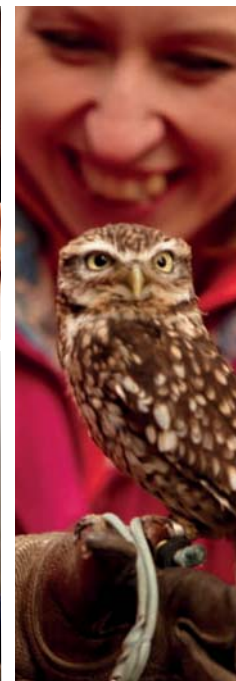
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for short break
holidays, employing
a team of over 9000
across six separate
villages located in the
UK and Ireland.

Leisure is a £multi-million operation at Center Parcs. At each village location we offer up to 200 indoor and outdoor activities as well as a world-class, award-winning spa and pool environment and it's vitally important that we keep up to the standards that our guests expect when they book. As Group Leisure Manager it will ultimately be your responsibility to attain this.

Focusing on increasing revenue whilst enhancing best practice and innovation for our leisure and spa divisions - which form 45% of village revenues and represents 20% of our company turnover - you'll carefully balance the demands of overseeing day to day operations in a fast-paced business with driving performance and change to maintain our market leading status.

As you can imagine, the remit is significant but poses a perfect challenge and opportunity for any proven Operations Manager with extensive experience in a multi-site business, ideally in the leisure and/or hospitality industry. In addition, you'll be commercially astute with strong analytical and financial management ability and your talent for overseeing demanding large-scale service driven operations should be backed by first class people management skills and a keen eye for spotting opportunities to develop our leisure offering.

Interested? Then simply visit www.cpcareers.co.uk/leisure for more information about Center Parcs and the opportunity to apply. Closing date: Tuesday 10 September 2019.

@CenterParcsCareers @CPCareers



LEISURE TRANSFORMATION MANAGER

LEISURE SERVICES

Salary: £56,832 - £60,891

This is a career defining opportunity to lead the transformation of the Council's leisure facilities, sport and physical activity services to improve health outcomes and quality of life for Gedling residents.

You will oversee the development and implementation of an ambitious new sport and physical activity strategy and leisure investment strategy in partnership with Sport England and SLC.

Alongside the Leisure Transformation Programme, you will lead the effective and efficient operation of five popular leisure centres - focusing in particular on improving health outcomes for residents and the commercial aspect of the service.

To flourish in this key role you will need to have a demonstrable track record of multi-site leisure management, experience of capital developments, and service transformation.

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Gedling Borough Council is a great place to work, located within our own beautiful park and close to both Nottingham City Centre and Sherwood Forest. The Council is progressive and ambitious and you will have plenty of scope to maximise your potential.

For an informal discussion about the post please contact David Wakelin, Director of Health and Wellbeing on 0115 9013952. For further details and to apply visit www.gedling.gov.uk/jobs

Closing date for completed applications is Monday 16th September 2019 (midnight) Shortlisting will be carried out on Thursday 26th September 2019. Interviews will be held on Tuesday 8th October 2019.



Apply Now:
<http://lei.sr/a7N0i>



Head of Business Development

Location: Oldham, UK

Salary: £44,038 pa (plus benefits)

Oldham Community Leisure is a charitable Trust on a mission; our aim is to get as many members of the community living a healthy and active life as possible. We have the facilities; all our leisure estate is in great condition and we invest heavily in keeping it that way. We punch above our weight in terms of efficiency and effectiveness, and our NPS scores confirm our customers love what we do. Our relationship with Oldham Council and our other key stakeholders is stronger than ever, and we work hard to support community groups who share our mission.

An opportunity has arisen to join our Executive Management Team to help us drive the business forward and continually improve what we do. As Head of Business Development, you will lead the Sales, Marketing and Customer Contact teams as well as helping to drive growth in key commercial areas and managing effective PR to articulate our successes.

Reporting directly to the Chief Executive and responsible for critical business performance reports into Board, you must be able to communicate effectively and motivate teams to deliver their best. As a management team, we support each other and are very much focussed on delivering consistently high levels of customer service which, as a philosophy, has helped deliver year on year improvements.

The application pack covers the role in more detail, but if you can demonstrate a track record and are motivated to help us raise our game even further, apply now.

The closing date for receipt of applications is Sunday, 1st September 2019.

OCL is an equal opportunities employer and we welcome applications from all.

Apply now: <http://lei.sr/A8k0g>





CLASS UFC GYM Woking is recruiting!



Are you interested in working in a high spec, high tech and high energy boutique studio? CLASS UFC GYM, brought to you by UFC and UFC GYM, is opening the first international studio in Woking, Surrey. Combining the best trainers, the best moves, and the best technologies, CLASS creates a workout that transforms not only your body but also how you approach working out. Get ready to #boxhiitrepeat We work smarter, not harder.

One name, two kick-ass workouts. CLASS offers a modern twist on traditional boxing and high-intensity interval training classes. Led by CLASS UFC Gym accredited instructors, you will be coached through 50 challenging minutes that leave you sweaty, tired, but satisfied. Our two classes, Box and HIIT are distinct yet complimentary and offer something for everyone that keeps your workouts fresh. By incorporating multiple pieces of exercise equipment, workouts are constantly changing and evolving to ensure you will never be bored. Burn up to 700* calories, build lean muscle, and watch yourself transform into your strongest, most confident self.

We are looking for:

Membership Specialists

The Member Specialist role assists in the running of all "front of house" CLASS UFC GYM studio operations, with a strong focus on premium customer service as well as meeting sales expectations. The ideal candidate will have strong customer service skills and basic sales experience. The Member Specialist is responsible for meeting and exceeding all key performance sales indicators for the studio, including membership sales and renewals, retail and concession sales and maintaining premium customer service levels.

Apply now: <http://lei.sr/q5t1d>

Class Instructors

As a CLASS UFC GYM Coach, you will be responsible for delivering pre-designed workouts for up to 34 clients per CLASS. We are looking for exceptional Personal Trainers who are passionate about health and fitness and can support and inspire our members to achieve their goals. This position requires a strong ability to coach and manage time, motivating multiple members in a group environment. Ensuring we are delivering a premium member experience whilst achieving results.

Apply now: <http://lei.sr/R5p7J>



>> FITNESS INSTRUCTOR << >> GROUP TRAINING COACH << >> PERSONAL TRAINER <<

Location: Stockport, UK
Salary: Competitive
Hours: Full time, Part time

We are looking for an enthusiastic and motivated individual to be part of our very special coaching team, to help us continue to deliver the ultimate fitness experience to our members.

Responsibilities

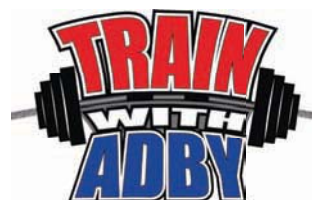
This role involves providing top-level service to all our members: delivering warm-ups, high-quality group training sessions, cooldowns, providing fitness advice and helping to ensure that the gym is safe and highly presentable at all times.

Work experience, education and skills.

- experience in the industry is desirable but not essential.
- must have level 2 qualified or above. (personal training opportunities available to those who are level 3).
- must be passionate about health and fitness.
- must be confident, hard-working, reliable and motivated to help others change their lives through the power of exercise.

If you're interested in joining our team please apply here.

Apply now - <http://lei.sr/H8M3k>





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...



**LU
XE
FITNESS**

PERSONAL TRAINER

Bristol, UK

Salary - Competitive

Are you an inspiring Personal Trainer looking for somewhere inspiring to build your business? Well, look no further!

Luxe Fitness is one of the UK's most stylish and atmospheric fitness clubs based in one of Bristol's most historic grade 2 listed buildings. A breath of fresh air in the fitness industry, offering a high-end premium club for an affordable price, perfect for building a personal training business.

We are not looking for average trainers, we are looking for the best! We want trainers who will blow us away with their passion and knowledge, trainers who expect more and will deliver more.

When it comes to gyms, you have to see us to believe us. We are definitely the coolest gym on the block.

All you need to work at Luxe Fitness is a Level 3 industry-recognised qualification, valid Personal Trainer insurance, a valid Emergency First Aid in the Workplace certificate and an amazing personality.

Benefits:

- 24-hour club access
- Free staff membership + guest complimentary membership
- Take home 100% of your earnings
- High PT rates
- Great range of equipment
- Spacious zoned layout
- Competitive Personal Trainer rent or Free-rent for under 10 hours of your time looking after our members
- No annual license fees or hidden fees
- An amazing club, amazing members, amazing atmosphere.

Apply now - <http://lei.sr/e6R9J>

Business & Partnerships Manager



(Ref: SSS146)

Starting salary from £29,515 - £34,189 (per rota) per annum with further progression opportunities to £37,345

Bournemouth University's vision is worldwide recognition as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice. Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, who reflect a variety of backgrounds, talents, perspectives and experiences that help to build our global learning community.

This is an exciting time of growth for SportBU as we have recently acquired the 65 acre Chapel Gate sports field site. Therefore there is a huge amount of opportunity at this site to develop new and current programmes further alongside the offering within SportBU whilst we maintain our top 25 BUCS position and deliver on student and staff experience.

A fantastic opportunity has arisen to join the leadership team at SportBU as we look to recruit a Business & Partnerships Manager. This post will be responsible for maintaining and developing strategic partnerships and business opportunities that benefit all areas of SportBU operations. The post also plays a vital part in our marketing and athlete recruitment and our community and sport-related engagement activities. The post will also manage the Business & Outreach team.

You should have experience of operating in a dynamic team environment at a senior level with the experience of identifying and

developing business opportunities. Excellent interpersonal skills are required alongside a strong track record of building effective networks. Being autonomous, tolerant of change, flexible, self-directed and creative are other key skills we are looking for.

A detailed job description and person specification are available from our website together with an online application form. Alternatively, please telephone 01202 961133 (24 hour answerphone) quoting the appropriate reference (SSS146). For an informal conversation about the role, please contact Helen Palmer on (01202) 965884.

BU values and is committed to an inclusive working environment. We seek a diverse community through attracting, developing and retaining staff from different backgrounds to contribute to inspirational learning, advancing knowledge and enriching society. To support and enable our staff to achieve a balance between work and their personal lives, we will also consider proposals for flexible working or job share arrangements.

**Closing Date: (Midnight)
Wednesday 4 September 2019
Interview Date: w/c 23 September 2019**

Apply now - <http://lei.sr/P8t6V>



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

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t [@everyoneactive](https://twitter.com/everyoneactive)



INVESTOR IN PEOPLE

everyone
ACTIVE



New Hall School
The Best Start in Life

BOREHAM, CHELMSFORD

NEW HALL SCHOOL ARE CURRENTLY RECRUITING

COMPETITIVE SALARY & BENEFITS

New Hall School employs over 400 members of staff and has a wide range of employment opportunities, from grounds staff and cleaners to nurses, accountants, administrative staff as well as teachers. Every member of staff employed by New Hall, has an impact on the students who live and study here.

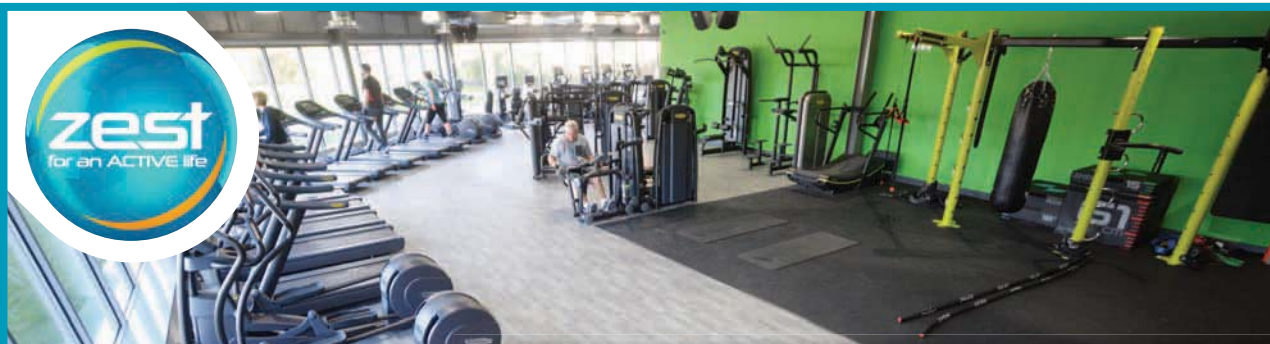
Currently they are recruiting for a number of roles:

- **Aquatics and Senior Sports Facilities Assistant**
 - **Casual Swimming Teacher**
 - **Saturday Swimming Teacher**
- **Sports Facilities Assistant/Lifeguard**
 - **Casual Lifeguard**

New Hall offers a competitive salary on the 'New Hall Pay Scale', generous benefits including heavily discounted membership to our fitness suite and 25-metre indoor swimming pool. A superb training provision is also provided for all members of staff. London is only 25 minutes away by train, with fantastic transport links linking New Hall to the A12 and M11 with ease.



For more information and to apply: <http://lei.sr/5S1J4>



ICT Systems Administrator (Leisure Services)



Salary £27,269 Grade 10
Full time 37 hours

About us

We are a progressive, 'can do' council that is proud of our past and excited for our future. We are based in the county town of Northallerton, located in a beautiful part of North Yorkshire, an area of thriving market towns and stone built villages, scattered across the Vale of York between the North York Moors and Yorkshire Dales. However, we're also just a short drive from the city attractions of York and less than an hour from Newcastle and Leeds.

The Zest Leisure and Communities service includes four directly managed high quality facilities, including the recently refurbished Northallerton Leisure Centre, together with its 24/7 state of the art gym. Our current CRM system is MRM Gladstone Plus2 with associated applications for web services.

About the role

The post holder will be responsible for the leisure and communities management applications, data and systems. Ensuring correct configuration, proactive monitoring, providing advice and guidance and ensuring business continuity. This includes importing, cleansing, transforming, validating and modelling data, with the purpose of understanding or making conclusions from the data for decision making purposes to contribute to the overall success of the Directorate and the Council. You'll work as part of an integrated, committed and supportive team consisting of the Products and Programmes Officer, Marketing Manager and Health & Wellbeing Officer. As part of the business transformation team, you will support the progressive approach we have to balancing commercial performance with the health improvement of our customers and the social responsibilities expected of a top performing council.

About you

We would expect you to be competent in a variety of ICT applications, especially leisure management systems and have experience of the leisure/health industry. You will be a team player with the creativity and resilience to identify opportunities, solve problems and have an eye for detail. This is a great job in a wonderful part of the country that offers the freedom to help transform our service performance both digitally and commercially. For an informal discussion about the role please call Colin Winfield, Service Manager – Leisure: Business Development 01609 767160, or David Ashbridge, Service Manager – Leisure Operations on 01609 767276.

Closing Date: 15 September 2019

Interviews are scheduled to take place on the 20 September 2019

You can download an application form from www.hambleton.gov.uk

Apply now: <http://lei.sr/p4C7c>

HAMBLETON
DISTRICT COUNCIL

City of London Corporation, Department of Open Spaces – Epping Forest

Visitor Experience Manager

Starting salary £37,120 inclusive with the potential to progress to £42,400 p.a. inc.

Reference: OOOS475

JOIN THE CITY OF ENJOYMENT CREATORS

About us

Managed by the City of London Corporation, Epping Forest is the largest public green space in London and has 4.5million visits to this internationally protected heritage landscape. Our flagship visitor centre in Chingford offers a vibrant and changing retail offer and information service.

The role

You'll lead a multi-talented team that offers a warm welcome to visitors. At the same time, you'll develop a programme of publicly funded and commercial activities that make the most of our resources. In short, you'll do everything it takes to provide a safe, varied and enjoyable experience for a diverse range of visitors. This includes regular weekend and evening work at sites across Epping Forest.

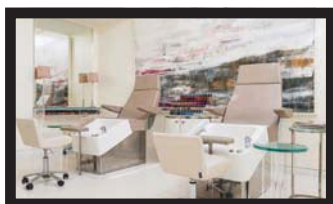
About you

You'll bring sound experience of managing a visitor services environment, with a particular focus on front-of-house services - ideally in an open space or countryside setting. Experience of planning and overseeing public events is also important. You're someone who enjoys the challenge of multi-tasking in a busy and varied role. Well-organised, with good business instincts and sound financial sense, you'll also have strong people skills.

CLOSING DATE: 12 NOON, 9 SEPTEMBER 2019.

APPLY NOW
<http://lei.sr/o4r2y>





COWORTH • PARK
ASCOT

Dorchester Collection



THERAPIST

Salary: Up to £24,000 + commission

Coworth Park, Dorchester Collection's luxury country house hotel has a multi award winning Spa and we are looking for Full Time and Part Time Spa Therapists to join our team.

Our Spa is stunningly beautiful, illuminated with natural light and has spectacular views. With eight treatment rooms, a manicure/pedicure suite and luxurious spa facilities our Spa requires minimum NVQ Level 3 qualified, and previous spa experience essential to perform a wide range of beauty, grooming and therapeutic treatments to the highest standards for our five star guests.

In return we offer a fantastic range of benefits

- Complimentary nights with breakfast within Dorchester Collection
- 50% F&B discount at selected restaurants
- Very generous Employee Introductory Scheme offered
- Team members' awards and incentives schemes
- Contributory pension scheme entitlement from date of commencement
- Life assurance cover for all team members
- Uniform laundered complimentary
- Complimentary meals whilst on duty at our team members' restaurants
- Complimentary Internet at allocated computers in team areas
- Online benefits system offering discounts and rewards
- Occupational Health, including subsidized massage treatments and health clinics
- Complimentary Eye Test for VDU users

More information: <http://lei.sr/l1Q0s>



111SKIN
HARLEY ST. LONDON

Therapist Trainer

London

Competitive salary

A very exciting opportunity has arisen due to the continued success and growth of 111SKIN. If you are looking for personal development, a rewarding career and want to be part of something very special then we need to hear from you.

Reporting into the Head of 111SPA/CLINIC you will be responsible for ensuring all 111SPA/CLINIC treatments and retail knowledge delivery to all spa accounts ensuring the information is executed effectively and efficiently. We are looking for an enthusiastic & driven individual who has strong communication skills and comfortable within a busy, quick-paced environment.

The suitable candidate must be willing to travel internationally and stays away from home will be expected with approximately 70% of the time being travel the remainder of the time will spent in the field developing and coaching the spa teams.

Responsibilities Include

- Retail training
- Treatment training (Face and Body)
- Brand training
- Report writing and feedback logs
- Collating and reporting all training
- Follow ups on retail and treatment training
- Commercial training classes
- Presenting and running workshops and events
- Training all spa accounts
- Supporting the spa team and Head of Spa with general operations to help reach spa objectives
- To support with trade events, activities and P.R events
- To work with the 111spa team and company to ensure all spa objectives are executed and exceeded
- Creating Powerpoints and Training manuals

Experience and skills necessary

- 3 years of facial and body treatment experience and qualifications preferably within a 5-star Spa Resort
- Minimum of 2 years of treatment training experience
- Facial and Body trained (Level 4 is preferred)
- Strong proficiency in Microsoft Office including Excel, Word & PowerPoint
- Proficient and confident in presenting and conducting training classes
- Good knowledge of laptop use and writing skills
- Good organisational skills & ability to prioritise workload
- Strong verbal & written communication skills
- Positive attitude & willingness to develop
- Ability to work effectively and efficiently in a quick-paced environment
- Solution focused thinking

Apply now: <http://lei.sr/V1m3M>





Therapist

LONDON

COMPETITIVE SALARY AND BENEFITS

Strip Wax Bar is a pioneer in hair removal industry, specialising in waxing and laser hair removal.

Established in 2005, Strip Wax Bar has grown to become one of the most respected beauty brands in luxury hair removal with a market leading presence. The company now boasts a customer base across 6 London boroughs with an international reach.

Strip Wax Bar offers excellent customer service and champions both new and renowned waxing and laser hair removal techniques, as well as stocks a broad range of beauty and lingerie brands online and in-stores.

We have an inclusive and supportive company culture, and believe in getting the right fit when it comes to people joining the company. We place a high value on people and believe we can offer a fun and friendly environment to work in, as well as a great place to learn and develop.

We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as well.

Strip Wax Bar is an equal opportunity employer and is determined to ensure that no applicant or team member receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.

Please mention Spa Opportunities when applying for this job.

Apply now: <http://lei.sr/g7J4T>

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For over 30 years
Leisure Opportunities
has helped organisations
across the leisure industry
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