

leisure opportunities

1 - 14 October 2019 Issue 772

Your careers & recruitment partner

Corporate fitness a 'huge opportunity'

A Deloitte report has suggested that getting involved in corporate wellness programmes could offer health and fitness operators a huge opportunity for revenue growth.

The *Deloitte Corporate Wellness Report* is based on a study of the corporate wellness industry at a global level.

It found that 78 per cent of employers were looking to invest in physical activity programmes in the next three years and that most of the current corporate wellness programmes include initiatives focused on promoting physical activity.

Among the existing programmes, on-site fitness classes and subsidies or discounts for off-site gym memberships are most popular. In the US, 70 per cent of corporations included these practices within their wellness strategy in 2018.

Companies stated that their top three priorities for developing a wellness programme were to improve performance and productivity; improve employee engagement and morale; and to attract and retain employees.



■ 78 per cent of employers globally are looking to invest in physical activity programmes

According to Concepción Iglesias, Sports Leader of Deloitte Spain – which conducted the study – the sector presents huge scope for health and fitness operators.

"A rich opportunity exists within the corporate wellness market, where companies are investing in programmes to promote and active lifestyles," she said.

[More: http://lei.sr/Q7D2d_0](http://lei.sr/Q7D2d_0)



Companies are investing in programmes to promote active lifestyles

Concepción Iglesias



FITNESS

F45 moves into public leisure centre sector

HIIT franchise signs deal with Everyone Active

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SPORT

Wembley secures highest ISO sustainability standard

England's national stadium receives ISO 20121 certificate

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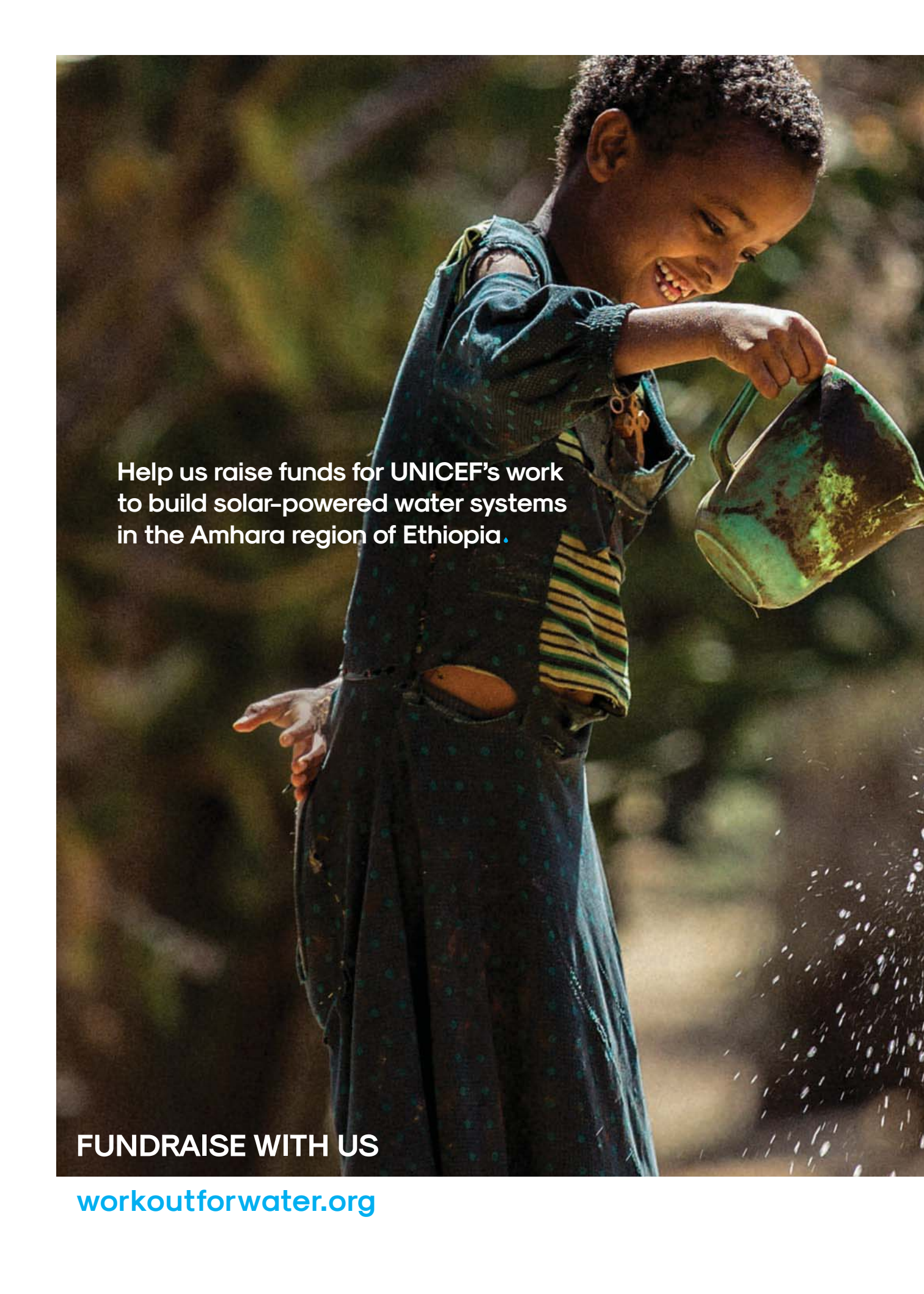


SWIMMING

Promoting mental health benefits of swimming

Swim England and Mind launch new campaign

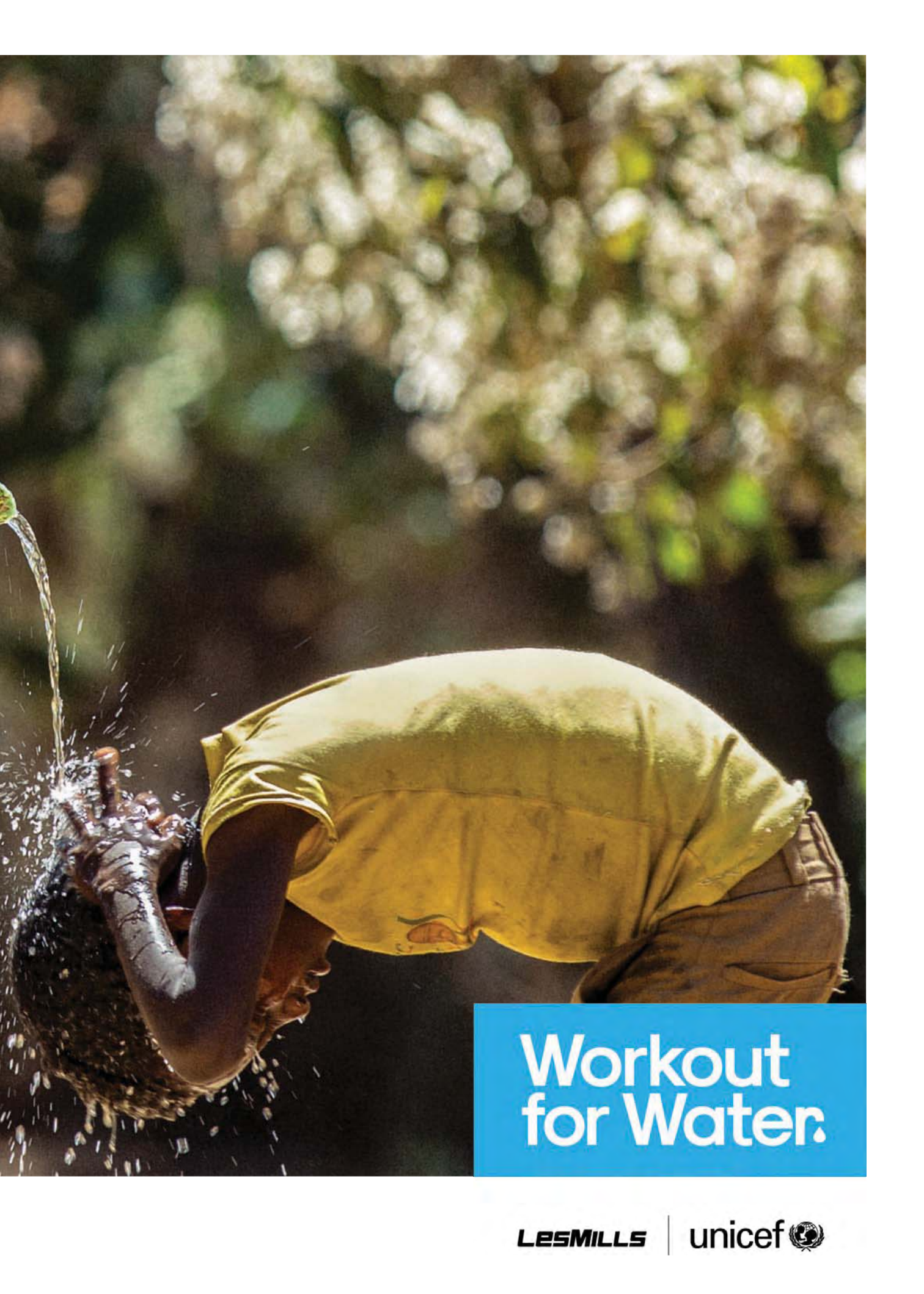
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A young child with dark skin and curly hair is captured in a joyful moment, pouring water from a green plastic pitcher. The child is wearing a blue dress with a small white pattern and a striped shirt underneath. The background is a soft-focus natural setting with green foliage. The lighting is warm, suggesting late afternoon or early morning. The overall mood is one of happiness and the simple pleasure of playing with water.

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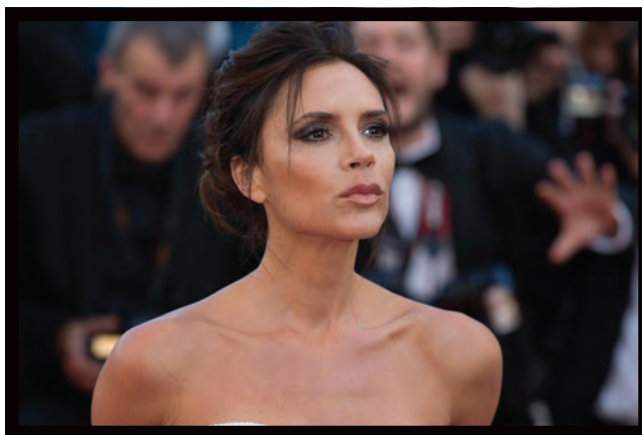
| **unicef** 

Victoria Beckham hints at plans to enter the wellness market

Fashion designer Victoria Beckham has indicated she may move into the wellness market, potentially mounting a challenge to Kourtney Kardashian's Poosh and Gwyneth Paltrow's Goop empires.

Beckham launched a new make-up brand, Victoria Beckham Beauty, recently, and hinted there is more to come, saying: "I talk a lot about my lifestyle, the vitamins I take and about the working out, so that's what's next – wellness. It's not about skincare that makes you look younger, it's about being the best version of yourself".

Victoria Beckham Beauty was launched at London Fashion Week, with the



■ Victoria Beckham Beauty was launched at London Fashion Week

"The new company is committed to formulating all products with safety, transparency, education, and inclusivity"

strapline: 'a clean beauty movement for a life in motion'. Beckham is mainly known for her fashion brand, however.

She first delved into the world of beauty in 2016-17, when she collaborated with Estée Lauder.

Beckham developed the new Victoria Beckham Beauty brand with Sarah Creal – former global head of make-up marketing and product development at Estée Lauder – who is co-founder of the new VB brand.

Creal worked with Beckham during her collaboration with Estée Lauder in 2016-17.

"I want to take care of women inside and out," Beckham has said, "Providing them with the must-have items in wellness, skincare, makeup and fragrance that I feel I need in my own life".

Beckham says the new company is "committed to formulating all products with safety, transparency, education, and inclusivity".

Justin Musgrove appointed CEO of Leejam, Saudi Arabia's largest fitness company



■ Musgrove is the former chief executive of Bannatyne Group

Saudi Arabia-based Leejam Sports Company has appointed former Bannatyne Group chief executive Justin Musgrove as its new CEO.

Musgrove will take over the helm with immediate effect and will be tasked with further growing the company's Fitness Time-branded chain of health clubs.

With more than 100 sites, Fitness Time is Saudi Arabia's largest fitness company and Leejam has

"Our aim is to be the biggest sports and fitness chain in the Middle East and North Africa"

plans to expand the brand's footprint internationally. It already has locations open in United Arab Emirates and is in talks for further openings across the Middle East and North Africa.

In a statement, a spokesperson for Leejam said: "Our aim is to be the best, biggest and most advanced sports and fitness centre chain

in the Middle East and North Africa and to steer society towards a healthy lifestyle, encouraging people to exercise daily."

While still considered to be in its infancy, the Saudi Arabian fitness market is expected to grow rapidly following the launch of the government's National Transformation Programme (NTP) in 2017.



■ ECB chief exec Tom Harrison said the heightened profile of cricket should be used to inspire future fans and players

"It is the our priority to ensure new fans to cricket convert their interest into a long-term enjoyment of the sport"

ECB's **Tom Harrison**: We need to ensure legacy

A memorable summer of international cricket for England concluded on 15 September with the men's team securing victory in the final Ashes Test to claim a 2-2 series draw against Australia..

The Ashes series caps a remarkable summer that saw England win the men's ICC World Cup final at Lord's on 14 July. The achievements of the likes of all-rounder Ben Stokes and fast bowler Jofra Archer turned them into national heroes – and role models for young, aspiring cricketers.

There has already been a trickle-down effect. The Vitality Blast – the T20 competition for English counties – has seen a 15 per cent uplift in average group-stage attendances

from last year's record high and set a record for advanced sales of 659,000.

Meanwhile, more than one million young people aged 5-12 were engaged with the men's World Cup through initiatives including Cricket World Cup Club Family Days, the Cricket World Cup Schools Programme and fan zone activations.

Tom Harrison, CEO of the England and Wales Cricket Board (ECB) said the sustained interest was a "once-in-a-generation opportunity" to grow the game.

"It is the ECB's priority to ensure new fans to cricket convert their interest into a long-term enjoyment of the sport," he said.

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■ Bolt joins Let's Do This as an investor as the company looks to further expand its reach

Serena Williams and Usain Bolt join startup Let's Do This as investors

Tennis superstar Serena Williams and Olympic champion Usain Bolt

have joined a team of high profile investors backing sports startup Let's Do This.

Launched in 2016, the online tool offers people the opportunity to book themselves into running, cycling, triathlon and obstacle races.

The company was founded by friends Alex Rose and Sam Browne, who – as passionate runners and cyclists – felt that discovering and

"Let's Do This is totally committed to changing the world and inspiring more people to get out there"

entering events was often an arduous process.

The duo created Let's Do This to make it easier for people to "find their perfect race".

The company has now secured around US\$5m worth of funding – including investments through seed accelerator Y Combinator, which helped launch the likes of Airbnb and Dropbox.

Usain Bolt, 100m world record holder, said: "Throughout my career I've been lucky enough to inspire people to follow their dreams, get off the couch and get exercising.

"That's what attracted me to Let's Do This. It's a company that is totally committed to changing the world and inspiring more people to get out there."

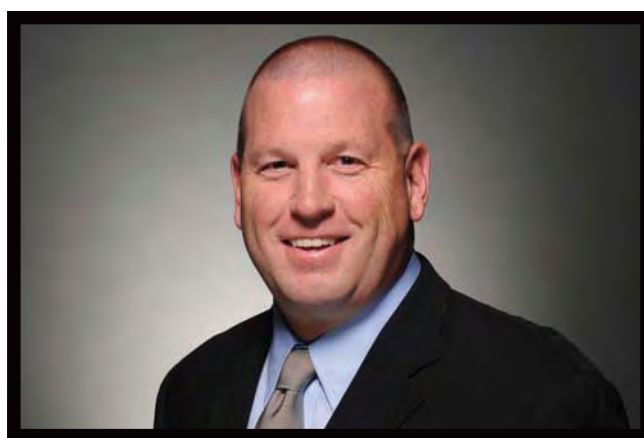
Life Fitness' top team reshuffle continues with three new appointments – Tim McCarthy named VP of sales

Fitness equipment giant Life Fitness has continued the reshuffle of its leadership team with three new appointments.

Dan Wille – who has spent the past 25 years at the company – will transition from chief commercial officer to the position of vice president of global marketing and product development.

Meanwhile, Tim McCarthy and Frank van de Ven will both return to Life Fitness to assume the roles as vice president of sales, Americas and vice president of sales, international, respectively.

Wille first joined Life Fitness in 1994 and has held roles in product development, marketing and sales.



■ McCarthy previously spent 26 years with Life Fitness

"The changes to leadership will allow us to better reach our strategic goals"
Chris Clawson, CEO

McCarthy is returning to Life Fitness, where he previously spent more than 26 years overseeing

performance and developing go-to-market strategies.

Van de Ven will also be rejoining Life Fitness following

a short tenure with ASICS TenKan-Ten Growth Catalyst. He previously spent more than 23 years with the International business unit at Life Fitness, driving growth in the EMEA and APAC regions.

The latest appointments follow on from two other high-profile returnees taking up key roles at Life Fitness – Chris Clawson as CEO and legendary founder Augie Nieto as a member of the board.

"Since my return, I've spent time meeting with employees, customers and partners to get a sense of where we stand," Clawson said. "These changes to the company's executive leadership will allow us to better reach our strategic goals."



■ Andy Read (right) with a crew member of the EAAA, which saved his life

Andy Read leads air ambulance guidance for leisure centres

Places Leisure has teamed up with the East Anglian Air Ambulance (EAAA) and health and safety expert, Right Directions, to develop guidance around air ambulance landings within leisure centre grounds.

The advice was shared free of charge with the entire leisure sector in celebration of National Air Ambulance Week, which took place from 9 to 15 September.

The partnership follows a personal encounter experienced by Places Leisure's head of safety, Andy Read.

Read suffered a cardiac arrest in August 2018 and was treated by an EAAA crew before being flown to Basildon in Essex for specialist treatment.

"A first responder used the defibrillator on me three times before the EAAA crew arrive, having landed on a

playing field just two minutes from our house," Read said.

"After stabilising me I was flown from Suffolk to Essex – a 14-minute journey that would have taken almost two hours by car."

Read, who is now back at work full time, said the incident prompted him to think about how leisure centres could be suitable locations for air ambulance helicopters to land safely.

According to Carey James, head of operations for Right Directions, the guidance will provide advice for staff on what to do in the event an air ambulance needing to land on leisure centre ground.

"The guidance will help determine suitable helicopter landing locations within leisure centre grounds, advising on the size and suitability of an area, as well as instructions for staff," James said.

"The guidance will help determine suitable helicopter landing locations within leisure centre grounds"

MEET THE TEAM

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MY CAREER

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

Danielle Neil

ASSISTANT GENERAL MANAGER

The Gym Group

London Canning Town

{ Fitness is personal, something that seems simple for one person can be lifechanging for another }

Danielle Neil began her career in the fitness industry after qualifying as a personal trainer four years ago. She has qualifications in specialist exercise - obesity and diabetes, exercise referral and pre- & post-natal exercise and now works as the assistant general manager for The Gym Group London Canning Town.



gym and our trainers is really gratifying, for both myself and the team."

What are some of the daily challenges you face in your job?

"No two days are the same and each day brings a new challenge. It could be anything from leading and motivating my team and solving member queries to

dealing with facility issues or finding creative ways to engage with our social media audience. With a pre-sale gym it's more to do with creating a positive presence in the area, and attracting new sales whilst outsmarting the local competition. We like to work together with local businesses and communities to spread the word about all the positive benefits that we have to offer."

Tell us about your career

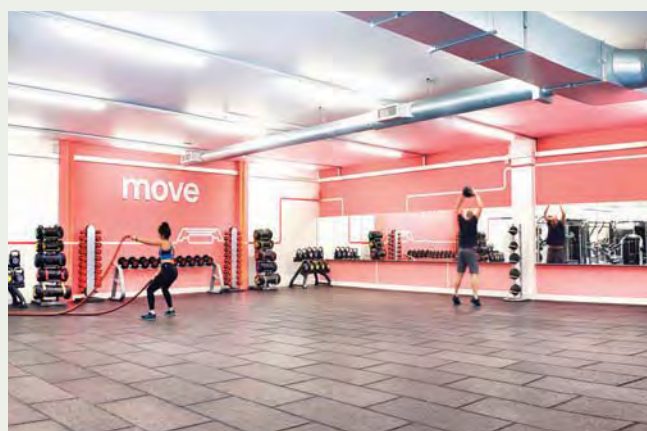
"I've been working in the fitness industry since 2016, after qualifying as a personal trainer in 2015. Exercise is my passion and I wanted to do something that I was really passionate about. I started working at The Gym Group as a PT immediately after qualifying and learned all about how to run my own business while learning about the industry at the same time. I started working on the operations side of things in August 2017, when I took on the role of assistant general manager at one of our London gyms. Since then, I've worked at several different gyms across London and graduated from The Gym Group's management training programme. I've also helped to launch three new gyms, in Tooting, Peckham and Collier's Wood, with a fourth, in Canning Town, in the pipeline."

What is your favourite part of your job?

"I love helping people to achieve their goals, even when it's something small. Fitness is incredibly personal, something that seems so simple for one person can be lifechanging for another. I also love the reactions from our members after they've had a good workout or they've attended a great class. Hearing positive things about the

What are your goals?

"My main goal is to progress to general manager, I'm really looking forward to managing my own site."



■ Neil has assisted with the opening of four of The Gym's sites

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PARTNERSHIPS

F45 moves into public leisure centre

Fitness Franchise F45 has signed a partnership deal with Everyone Active, which will see an F45-branded studio open at a publicly-owned leisure centre for the first time.

Australia-based F45, which offers functional fitness-based HIIT sessions, sees the deal as a way of expanding into new geographic areas across the UK.

It currently has more than 1,700 sites globally and around 75 franchised studios in the UK.

Everyone Active says the deal will form part of its push towards a "boutique in a big box model". The F45 partnership follows

a 10-site deal signed with boutique yoga provider MoreYoga in 2018. Earlier this year, the operator also secured a partnership with premium swimming tuition provider Swimming Nature.

The first F45 studio at an Everyone Active site will open at the Little Venice Sports Centre in Maida Vale, London and will be operated under the usual franchise model by Annie Edmonds.

Duncan Jefford, regional director for Everyone Active, said: "We recognised some time ago that the traditional leisure centre model was not future proof and have been working hard to develop and modernise our offering."

[More: http://lei.sr/R8X3y_0](http://lei.sr/R8X3y_0)



■ F45 is looking to expand into new geographical areas



The traditional leisure centre model isn't future-proof

Duncan Jefford

NEW OPENING

Kobox grows London portfolio with Marylebone studio



Kobox training combines boxing training with rounds of strength training using free weights, resistance bands and slam balls

Nightclub-themed boutique boxing studio operator Kobox has opened its third London location in Baker Street, Marylebone.

With the motto of "where fight club meets nightclub", Kobox offers 50-minute HIIT sessions accompanied by inspiring music and blacklights to simulate a late-night entertainment venue. The training combines boxing training with rounds of strength training using free weights, resistance bands and slam balls.

The latest studio was designed by architecture and interior design practice



■ The latest studio was designed by architecture and interior design practice SHH

SHH, which was given a brief to bring the Kobox's nightclub theme to life with "unusual design elements", combining features from entertainment venues with a modern, boutique gym facility.

[More: http://lei.sr/V4T2u_0](http://lei.sr/V4T2u_0)

RESEARCH

Are gyms catering for disabled people?



The results of this survey are a wake-up call to the sector

Rob Johnson

A study has claimed that "millions of disabled people" are not being catered for at UK gyms and health clubs.

Issues highlighted in the latest *Raising the Bar* report include personal trainers (PTs) not being equipped to work with disabled people, fitness professionals not recognising disabilities and employers being unsure of how many of their gym members have a disability.

The report – based on a survey of the UK's largest leisure operators and published by Future Fit Training – also shows that 86 per cent of fitness employees responding to the survey



■ 86 per cent of respondents think current training does not equip gym staff to work with disabled people

think that current training does not provide gym professionals with the skills to work with disabled people.

"The results of this survey are a wake-up call to the fitness industry that more needs to be done to cater for and engage disabled people," said Rob Johnson, founder and MD of Future Fit Training.

[More: http://lei.sr/z8E5V_0](http://lei.sr/z8E5V_0)

PUBLIC LEISURE

Barnet centre opens as part of £44.9m project

New Barnet Leisure Centre in North London has become the second new facility to open its doors following a £44.9m investment by Barnet London Borough Council (BLBC).

The centre houses a health club with a large gym floor equipped with Technogym kit and two exercise studios; a 25m six-lane community pool; learner pool; two "health improvement rooms" and a multi-use games area.

The gym will focus on community engagement and uses Technogym's Excite Unity cardio equipment, coupled with a multi-functional studio featuring



■ Mayor of Barnet Caroline Stock (left) with deputy mayor Lachhya Bahadur Gurung at the centre



The centre houses a health club with a large gym floor equipped with Technogym kit and two exercise studios; a 25m six-lane community pool and learner pool

Group Cycle where members can track their workout data in immersive surroundings.

"We've been able to invest in the health of our residents at a time when councils are making savings," said leader of Barnet Council Dan Thomas.

"This new leisure centre is another example of how the council is investing in community facilities, ensuring Barnet remains a great place to enjoy sport and fitness."

[More: http://lei.sr/j7H3H_0](http://lei.sr/j7H3H_0)

Digme to open sixth site in West London

Digme Fitness is expanding its portfolio with the opening of a studio in Ealing, London.

The site will be the operator's fifth in the capital – and sixth in total – as it looks to tap into the booming boutique market.

To accompany the launch, Digme will be rolling out a new yoga concept across its sites.

The new Restore yoga workout programme will comprise of four classes; Ignite, Calm, Recover and Breathe. Classes will be hosted in a bespoke studio – 'The Island' – designed to "transform the body and mind".

[More: http://lei.sr/3g4E4_0](http://lei.sr/3g4E4_0)

GROUP EXERCISE

EMD UK launches Classfinder platform

A new directory of group fitness classes – claimed to be the largest of its kind – aims to make it easier for people to find suitable exercise sessions.

Featuring more than 40,000 classes across the UK, the new Classfinder will allow users to view nearby classes using their postcode. It will present a list of available activities and contact details for the instructor or organiser.

The platform, launched by EMD UK – the national governing body for group exercise – will also allow users to filter classes suitable for their specific needs, such as classes designed for new mothers or for those over 60.

The development of Classfinder was aided by

funding from Sport England and it has been made open data-enabled through a partnership with the Open Data Institute (ODI).

The open data aspect will allow Instructors, leisure operators and other physical activity organisations open their class data via the ODI to automatically be seen in active searches.

"Classfinder revolutionises the way people search for group exercise classes," said Shelley Meyern, head of business development for EMD UK.

"No longer do you have to visit two, three, four different websites before finding the class you want."

[More: http://lei.sr/H9w3z_0](http://lei.sr/H9w3z_0)



■ Classfinder will feature more than 40,000 classes



**Classfinder
revolutionises the way
people search for classes**

Shelley Meyern

TECHNOLOGY

FitBit's premium model utilises data of users



**FitBit Premium will
evolve with you and
get smarter over time**

James Park

Wearable tech giant FitBit has launched a premium service which will utilise users' own data in order to provide them with personalised wellness programmes.

The paid subscription service will use tracking data on a range of metrics – from fitness and diet to sleep patterns – and offer "actionable guidance and coaching" to nudge users towards beneficial behaviour change.

"Fitbit Premium will evolve with you and get smarter over time, delivering the support and guidance you need to help you achieve your health goals," said James Park, co-founder and CEO of Fitbit.



■ The service will track data on a range of metrics

The workouts on the premium service will be personalised to the user, based on their goals and feedback.

"The more feedback you give, the smarter these workouts will become with new and relevant sessions tailored to and recommended for you," Park added.

[More: http://lei.sr?a=s2a6y](http://lei.sr?a=s2a6y)

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INFRASTRUCTURE

NHS publishes healthy towns guidance

The NHS has published its guidance on how developers and health providers can collaborate to deliver housing schemes and infrastructure projects which promote wellbeing among residents.

The guidance is based on the wide-reaching Healthy New Towns scheme, launched in 2015 to explore how the development of new places could provide an opportunity to create healthier and connected communities with integrated and high-quality services.

The programme worked with 10 demonstrator sites across the UK and involved a number of stakeholders – such as Public Health England and the Town and Country

Planning Association – with the aim of exploring ways to create healthier living spaces and, ultimately, to use the learnings to influence policy in housing, planning and health.

The resulting guidance has been divided across four separate books, covering topics such as design, planning and developing health care services.

Recommendations within the guides include creating compact, connected neighbourhoods; maximising active travel opportunities; enabling healthy play and leisure; inspiring and enabling healthy eating; and creating integrated health and wellbeing centres.

More: http://lei.sr/A7b7A_0



■ Barking Riverside project – one of the UK's most significant housing developments – is among the 10 Healthy New Towns



The guidance covers topics such as design, planning and developing health care services.

PROGRAMMING

Les Mills puts early years programming on single license



Our mission is to create a fitter planet

Justine Williams

Les Mills has made its Born to Move programme – which targets children as young as two – available in box set mode.

The move means that operators who buy the programme gain access to all live and virtual Born to Move content by acquiring a one-time license.

The Born to Move Early Years for 2-3-year-olds engages very young children in an imaginative exploration of movement to music. The programme for 4-5-year-olds, meanwhile, take youngsters on "an adventure of discovery using action and song".



■ Operators who buy the programming can gain access to all content by acquiring a one-time license




Justine Williams, Les Mills global business development manager, said the move will allow more operators to begin offering the programme. "Our mission is to create a fitter planet and to do this we know we have to take on the challenge of getting more kids active from their early years onwards," Williams said.

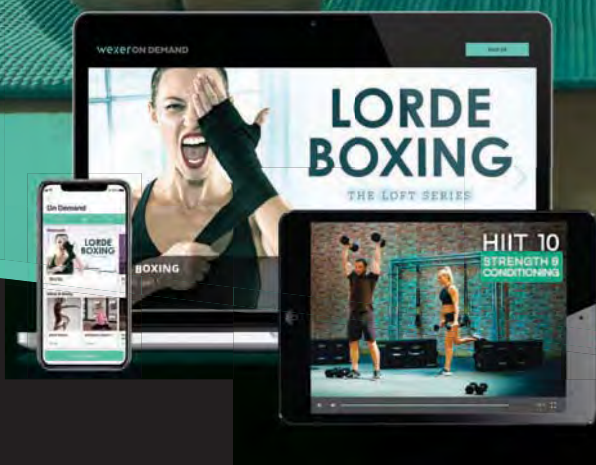
More: http://lei.sr/N5V7A_0

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MAJOR WORKS

Surrey launches bond to fund Oval revamp

Surrey County Cricket Club (Surrey CCC) will launch a special bond to fund a major expansion and modernisation of its Oval cricket ground in London.

The 2019 bond, the second issued by the Club in recent years, is being launched to help fund the construction of One Oval Square, a project that will increase the ground's capacity to 28,000.

Construction work is set to begin in October 2019 and will be phased over 18 months, with a completion date scheduled ahead of the 2021 season.

The new development will see a three-tier stand built between the existing Micky Stewart Members'

Pavilion and the Peter May Stand, replacing the Lock/Laker Stand.

It will offer improved facilities for members and an enhanced match-day experience for spectators and hospitality guests – with the expanded stand providing the increased seating capacity.

The new development will also include a conference and event space called One Oval Square, designed to provide further capacity for the club's growing entertainment and non-cricket business, which currently generates sales in excess of £6m per annum. The bond will be over a term of five years and offer an interest rate of 4.5 per cent per year.

More: http://lei.sr/v4D6v_0



■ The project will include the construction of a three-tier stand



Construction work is set to begin in October 2019 and will be phased over 18 months, with a completion date scheduled ahead of the 2021 season

STADIUMS

Wembley secures highest ISO sustainability standard



ISO 20121 was introduced to help event-related organisations to become more socially responsible

Wembley Stadium has been awarded the highest standard of sustainability by the International Organization for Standardization (ISO).

England's national stadium – which is owned and operated by the Football Association – secured the international standard for event sustainability management systems (ISO 20121) for its work in regulating the stadium's social, economic and environmental impact across all its events.

Led by the Football Association's Sustainability Team, environmentally-friendly achievements at the



■ Environmentally-friendly achievements at the stadium have included reducing landfill waste to zero

stadium have included reducing landfill waste to zero, piloting reusable cups and eliminating plastic straws, as well as donating soil from the pitch to local parks as part of a re-generation initiative.

More: http://lei.sr/D2A9s_0

SCHOOL SPORT

Toolkit to help schools 'reframe competition'



Sport has a wider role than just finding the next champions

Emily Reynolds

An interactive toolkit has been launched to help schools in England reframe competition in school sports.

Developed by children's charity Youth Sport Trust (YST), the launch follows a successful 12-month pilot delivered through Sport England's National Lottery investment in the School Games.

In 2018, YST commissioned research of global and domestic practice in consultation with key stakeholders – such as national governing bodies of sport and school games organisers – which explored possible alternative competition formats to engage and develop different audiences.



■ The toolkit was developed by Youth Sport Trust

The research identified several ways in which the competition environment could be widened to develop "character and life skills", adding fun elements to engage new audiences and expanding the competition environment to improve health.

"No longer can we ignore the fact that youth sport experiences have a wider role to play than finding the next Olympic/ Paralympic champions," said Emily Reynolds, head of sport at the YST.

[More: http://lei.sr/m3Q8Q_0](http://lei.sr/m3Q8Q_0)

ORGANISATIONS

CGF reveals second phase of strategic plan for sports

The Commonwealth Games Federation (CGF) has published its *Transformation 2022 Refresh* document – the second phase of its strategic plan for 2015 to 2022.

Covering the period from 2019 to 2022, the plan is the result of detailed member consultation and commits the movement to "deliver inspirational sporting moments, nurturing a powerful sporting movement and activating transformational partnership".

It also outlines a new strategic priority for CGF – titled 'Realise Collective



■ The strategy will see the organisation focus its efforts on achieving social change through sport



The strategy will ensure the movement is in the best possible position

David Grevemberg

Impact' – which will see the organisation focus its efforts on achieving social change through sport.

"The Transformation 2022 Refresh will ensure the Commonwealth Sports Movement is in the best possible position to capitalise on the opportunities and mitigate possible risks that lie ahead in a rapidly changing world," said CGF chief executive David Grevemberg.

[More: http://lei.sr/U7y8m_0](http://lei.sr/U7y8m_0)

Football clubs urged to ditch single-use plastics

Professional football clubs should introduce wide-ranging measures – such as introducing returnable beer cups – to eliminate single-use plastics from their stadiums.

That is the call from the British Association for Sustainable Sport (BASIS), which is urging clubs to re-evaluate their use of unnecessary single-use plastics.

It is estimated that, in the English Premier League alone, around six million single-use plastic beer cups were used and discarded last year.

[More: http://lei.sr/S2u3P_0](http://lei.sr/S2u3P_0)

CAMPAIGNS

Barclays to make football available "to all schoolgirls"



It's an exciting time to be a part of football

Tom Corbett

Banking giant Barclays has pledged to support the growth of women's football by helping to make the sport available to all schoolgirls in England by 2024.

The bank – which is currently the headline sponsor of the FA Women's Super League – has pledged to invest in The FA Girls' Football School Partnerships, a scheme that uses 100 hubs around the country to enable schools to put girls' football on the curriculum.

The pledge coincided with a YouGov survey showing that 75 per cent of female adults were denied access to football as children.



■ Barclays will support the FA Girls' Football School Partnerships and its 100 football hubs

According to Tom Corbett, Barclays global head of sponsorship, the recent surge in interest in women's football – driven partly by the FIFA Women's World Cup held in France earlier this year – means that the time is right to ensure the sport has healthy grassroots.

"It's an exciting time to be a part of football," Corbett said.

[More: http://lei.sr/R4p4n_0](http://lei.sr/R4p4n_0)

PARTNERSHIPS

Work starts on £53m 'super sustainable' centre

Construction work has begun on a £53m sports facility at the University of Portsmouth.

A groundbreaking ceremony has been held to signal the start of work on the centre, which will include a 25m, eight-lane swimming pool, an eight-court sports hall, a health club with a 175-station gym and multifunctional studios, climbing and bouldering facilities, two flexible squash courts and a ski simulator.

Designed by FaulknerBrowns Architects, the building will set new standards for sustainability for a sports building and will



■ The building was Designed by FaulknerBrowns



This will set a benchmark for buildings across the city

Michael Hall

be the first in the UK to be BREEAM rated 'Outstanding'.

The building's spaces provide opportunities to exploit natural light and ventilation, while top lighting of the sports hall and pool hall have been designed with energy reduction in mind.

"This will set a significant benchmark for future buildings across the city," said Michael Hall, partner at FaulknerBrowns Architects.

[More: http://lei.sr/F8P3a_0](http://lei.sr/F8P3a_0)

Sport Ireland invests €3m in women's sport

Sport Ireland is to invest more than €3m (£2.7m) as part of plans to create more sporting opportunities for women and girls in the country.

The funding will be made available for NGBs through the re-launched Women in Sport Programme.

It follows the publication of Sport Ireland's new *Policy on Women in Sport* earlier this year, a strategy document which identifies four key target areas in which additional funding is required – coaching, increasing participation, leadership and governance and increasing the visibility of women's sport.

[More: http://lei.sr/W9e4d_0](http://lei.sr/W9e4d_0)

Swimming news

TRAINING

Virgin to roll out lifeguard qualification

Virgin Active has become the first major health club chain to roll out the Swimming Teachers' Association's (STA) new Pool Lifeguard qualification nationally.

Virgin has signed a partnership deal which will see the company create its own national training framework, powered by STA.

According to Pip Werbinski, people development director at Virgin Active, the partnership with STA will provide Virgin Active's estate of 43 UK clubs with "multiple benefits, both operationally and commercially".

"By creating our own national training framework under the governance of STA's Approved Training

Centre model, we can radically transform how we manage and deliver staff training across our national network," she said.

"Importantly, this will enable us to control, plan and standardise the quality of training our internal tutors deliver, in line with our own staffing requirements."

Dave Candler, STA CEO, added: "The benefits of this approach are far-reaching, and we look forward to sharing our knowledge with Virgin Active and providing all the help and support they need to run a successful Approved Training Centre with our awarding organisation."

[More: http://lei.sr/J2D4k_0](http://lei.sr/J2D4k_0)



■ Virgin will create its own national training framework with STA



The benefits of this approach are far-reaching

Dave Candler

FUNDING

Harry and Meghan provide 'secret donation' to fund pool



Drowning is a major issue in Mozambique

Adam Knight

Prince Harry, Duke of Sussex and Meghan, Duchess of Sussex, have placed a "secret gift" to a charity looking to build a swimming pool in Guinjata Bay, Mozambique, which will help children learn how to swim.

The Royals have given £4,350 to marine conservation charity Love the Oceans through the crowdfunding website Justgiving.com. Made under the name "Archie HMW" – after their son – the donation has guaranteed the success of the £5,000 fundraising push.

According to swim coach Adam Knight – who has worked on the



■ The Royals have given £4,350 towards the project

Mozambique project with Love the Oceans – said: "Drowning is a major issue in this part of the world – last year alone 12 adults and children lost their lives. This could easily have been avoided if they had the skills and knowledge which we can now provide."

[More: http://lei.sr/c8z3w_0](http://lei.sr/c8z3w_0)

Swimming news

CAMPAIGNS

Promoting mental health benefits of swimming

A new campaign is promoting the benefits swimming can offer to people struggling with mental health issues.

A partnership between national governing body Swim England and mental health charity Mind, the Get Set to Go initiative will look to highlight the physical, social and mental benefits of swimming.

It will also focus on educating the swimming workforce and facility staff on mental health and use social media channels to share messages about how swimming can support positive mental health.

Mind will also be providing a service to current and former athletes, as well as

all members and volunteers involved with Swim England.

Hayley Jarvis, head of Physical Activity for Mind, added: "We know that physical activity can play a vital role in the lives of people with mental health problems.

"Unfortunately, we also know that many people who do want to be more active are being held back by their mental health, whether that's feelings of low self-confidence, exhaustion or fear of crowded spaces.

"That is why we're partnering with Swim England to ensure more people with mental health problems feel welcomed and supported to get active."

[More: http://lei.sr/A9B2x_0](http://lei.sr/A9B2x_0)



■ The campaign will focus on consumers as well as pool staff



**“
We want to ensure
more people are
supported to get active**

Hayley Jarvis

PARTNERSHIPS

Active IQ to partner with Safety Training Awards



**“
It makes sense
to combine our
qualification portfolio**

Claire Brisbourne

Active IQ has named Safety Training Awards as its preferred supplier for two qualifications included in its Leisure Team Member (LTM) apprenticeship.

The partnership between the two award organisations will see Active IQ use Safety Training Awards to teach swimming and pool lifeguarding qualifications as part of the LTM apprenticeship, which requires the apprentice to qualify as a swimming teacher and lifeguard – as well as a gym instructor.

"As two CIMSPA awarding organisation partners, it makes sense to combine our qualification



■ Active IQ will use STA to teach lifeguarding

portfolio and form a partnership to support the delivery of the LTM apprenticeship," said Claire Brisbourne, director of Safety Training Awards.

As part of the partnership agreement, Safety Training Awards will also support Active IQ in its role as a registered end-point assessment organisation.

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Spa & wellness news

REGENERATION

Apex Quay Hotel & Spa undergoes £1.4m renovation



This project underlines our commitment to raising the bar

Ronnie MacKay

The Apex City Quay Hotel & Spa in Dundee, Scotland, is undergoing a major refurbishment worth a reported £1.4m.

Work has already begun on the renovation, which will see all of the hotel's public spaces, including its reception and conference facilities, as well as its Yu Spa and Metro Bar & Brasserie updated, bringing a new look and feel to the hotel.

The renovation comes just one year after the hotel invested £2.4m in a bedroom update, which saw all 151 of the hotel's bedrooms and suites undergo extensive refurbishment work. The refurbishment is expected



■ Work has begun on a revamp of The Apex Quay Hotel & Spa's public spaces including its spa areas

to complete early next year, with the hotel operating as usual throughout.

Ronnie MacKay, general manager at Apex City Quay Hotel & Spa, said: "The significant investment in the hotel over the past twelve months or so really underlines our commitment to constantly raising the bar."

[More: http://lei.sr/Z6W9y_0](http://lei.sr/Z6W9y_0)

YOGA

GWI announces initiative on science of yoga

The nonprofit Global Wellness Institute (GWI) is introducing its newly formed Yoga Therapy Initiative.

The Initiative's mission is to spread awareness about the wealth of evidence-based research, innovations, publications, programmes and leadership in the global field of yoga therapy. Bija Bennett, whose teachings are derived from ancient yoga traditions, will chair the Yoga Therapy Initiative.

Bennett is a wellness consultant and, under her holistic wellness brand YogaAway, she provides programmes, products and



■ Bija Bennett will chair the Yoga Therapy Initiative

As one of the world's earliest systems of holistic health and self-care, yoga therapy is a low-tech, easily accessible, evidence-based system of healthcare

Bija Bennett



consulting services to major hospitality brands worldwide.

"As one of the world's earliest systems of holistic health and self-care, yoga therapy is an easily accessible, evidence-based system of healthcare," said Bennett.

The Initiative's vice chair is Matthew J. Taylor, PhD and director of SmartSafeYoga, a leader in integrative rehabilitation.

[More: http://lei.sr/E5X5K_0](http://lei.sr/E5X5K_0)

GWS announces finalists for 'Shark Tank'

The Global Wellness Summit (GWS) has named the three finalists of its annual 'Shark Tank of Wellness' competition.

The finalists - who all hail from the Savannah College of Art & Design in Georgia, US - were selected from 191 submissions from students across the globe. They are Jazmin Darling for her WEL Organic Organizers concept; Matthew Payne for his RU Wellness Straw and Simon Lewis for his Enfuze Home Goods Package Concept.

The finalists will be judged on the business viability of their concepts.

[More: http://lei.sr/a4D2s_0](http://lei.sr/a4D2s_0)

NEW CHAIN

Danubius launches Ensana health spa brand

Danubius Hotels Group (DHG), one of Europe's largest health spa operators, has launched a new brand for its health spa hotels. Called Ensana Health Spa Hotels, the portfolio will consist of 26 rebranded DHG sites across Europe which treat millions of people a year and are famous for tapping into local/natural resources.

The DHG brand will still be used for its 16 city hotels, while Ensana will focus on natural healing and modern medical expertise.

The majority of Ensana hotels are located in traditional spa towns in central and eastern Europe, but next year it will operate its first UK site in Buxton, Derbyshire.

The Buxton Crescent & Thermal Spa, part of a multi-million-pound project, is set to be one of the most significant spa openings in the UK. It taps into natural thermal waters and, aside from Bath, will be one of the only 'genuine' spa hotels in the country.

Plans were submitted 15 years ago and construction began in 2013.

Owners include a number of stakeholders including local authority High Peak Borough Council.

"We are custodians of some of Europe's most powerful and historic natural resources," said Mark Hennebry, chair of Ensana.

[More: http://lei.sr/w9X8k_0](http://lei.sr/w9X8k_0)



■ Ensana-branded health spas will have a focus on natural healing experiences, such as mineral springs and thermal waters



We're custodians of some of Europe's most powerful natural resources

Mark Hennebry

SUSTAINABILITY

GSN Announces Pledge for the Planet Campaign



Green Spa Network's pledge is an eight-point plan to apply best environmental practices in ways that will make a difference for the spa and wellness industry

Green Spa Network (GSN), a nonprofit trade association serving the spa industry in support of a sustainable future, has created a Pledge for the Planet campaign to encourage the wellness industry to commit to eight principles of environmental sustainability by Earth Day 2020.

On September 23, 2019, the United Nations convened a Climate Action Summit with concrete and realistic plans to accelerate action to implement the Paris Agreement, as part of that effort the United Nations calls upon all to take action to tackle climate change.



■ Joanna Roche, GSN's executive director (left) and Bonnie Baker, GSN president

GSN's Pledge for the Planet campaign is an eight-point plan created in an effort to remain responsive to these developments and apply "best environmental practices" in ways that will make a difference for the spa, hospitality, and wellness industry.

[More: http://lei.sr/m2w8X_0](http://lei.sr/m2w8X_0)

TECHNOLOGY

British Museum's Digital Discovery Centre upgraded



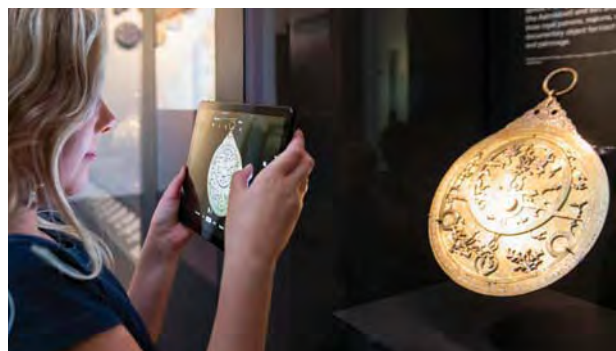
Digital tech has enhanced museum's learning opportunities

Hartwig Fischer

The Samsung Digital Discovery Centre (SDDC), a technological hub for children and young people at the British Museum, has been reopened following a major refit. The partnership between the two organisations has also been extended by another five years, to 2024.

Over the 10 years since its launch, the SDDC has given 150,000 visitors the opportunity to learn about the British Museum's collection through technology.

In its last year before the refit, the facility welcomed its largest ever number of visitors, with 25,000 school children and families using the centre in 2018-19.



■ The SDDC enables young people to interact with the British Museum's collection using technology

"The advances in digital technology have enhanced the learning opportunities within – and now outside – the Museum, and the SDDC has been at the very forefront of our efforts to share the collection," said Hartwig Fischer, director of the British Museum.

[More: http://lei.sr/n6v3Y_0](http://lei.sr/n6v3Y_0)

MUSEUMS

Two new galleries for Surgeons' Hall Museums in 2020

One of Scotland's oldest museums is preparing to launch two new galleries in 2020 after entering the second phase of a National Lottery-funded redevelopment process.

Set inside the Royal College of Surgeons of Edinburgh, the Surgeons' Hall Museums first opened in 1832 and houses one of the largest and most historic collections of artefacts charting the history and development of surgery.

Financed by the National Lottery Heritage Fund (NLHF), the museum completed phase one of a £4.4m redevelopment in 2015.



■ The Surgeons' Hall Museums first opened in 1832



We feel that it's now time to look at the future of surgery

Chris Henry

"It's clear from our evaluations that there is a deep and unwavering interest in the human body and what happens to it during illness," said Chris Henry, director of Heritage at Surgeons' Hall Museums.

"We feel that it's now time to look at the future of surgery and try to address changes that have taken place since the opening of the museum in 2015."

[More: http://lei.sr?a=4Q1u5](http://lei.sr?a=4Q1u5)

West Midlands strategy to grow visitor economy

A new regional tourism strategy outlines plans to grow the West Midlands' visitor economy by more than £1bn.

The West Midlands Regional Tourism Strategy, published on 18 September, sketches out a number of measures designed to grow the sector's economic value by 9 per cent – from £12.6bn in 2018 to £13.7bn – during the next decade.

Plans include attracting more domestic and international visitors and to create a further 19,000 jobs in the region.

[More: http://lei.sr/9z8M6_0](http://lei.sr/9z8M6_0)

FACILITIES

Approval for Chester Zoo's Grasslands

Chester Zoo has had plans approved to build an extensive African savannah habitat adjacent to a wide range of accommodation in the form of lodges and safari tents.

A proposal from the UK zoo has been accepted by Cheshire West and Chester Council's planning committee, with zoo management saying the plans will "connect visitors with nature like never before".

The extension is part of the zoo's 217-acre expansion masterplan, which also includes its £40m Islands development currently being partially rebuilt following a fire in its Monsoon Forest.

The expansion will feature multiple rare and endangered

species including zebras, giraffes, antelopes and ostriches while existing buildings will be transformed into 28 lodges, 14 tents and a restaurant giving visitors a view of the new area.

"Grasslands will be a phenomenal experience and will cement Chester Zoo's standing as one of the world's very best attractions," said Jamie Christon, the zoo's chief operating officer.

"Featuring state of the art conservation breeding facilities for a range of threatened African species, Grasslands will also see the zoo push the boundaries of world-class animal care".

More: http://lei.sr/R3w4e_0



■ The extension is part of the zoo's expansion masterplan



Grasslands will be a phenomenal experience

Jamie Christon

SPORTS ATTRACTIONS

Tottenham to open standalone NFL attraction



During the experience, guides will explore the history of the NFL in the UK and what it takes to deliver NFL games in the UK

Tottenham Hotspur is introducing the first stand-alone NFL visitor attraction outside of the US, with the football club adding an American Football tour to its stadium experience.

The tour will give visitors a glimpse of Tottenham's bespoke NFL facilities at its new stadium, with visitors given the chance to "step into life as an NFL athlete" as they are taken through the purpose-built team facilities, including locker rooms, player and staff preparation areas and a customised press conference suite, before having the chance to see authentic players'



■ The tour will give visitors a glimpse of Tottenham's bespoke NFL facilities at the new stadium

equipment such as jerseys, balls, pads and gloves. The iconic Vince Lombardi Trophy – presented to the winners of the Super Bowl – will also be on display, with visitors getting a look at the prize inside the NFL Commissioner's Suite.

More: http://lei.sr/r7x8w_0

Jade Jones-Hall: The role of athletes in inspiring active futures

Everyone Active hosted a Sports Day Road Show that mobilised more than 3,000 children to take part in different activities and develop healthy, life-long exercise habits

The leisure operator recruited its Everyone Active Sporting Champions – athletes it supports with free access and funding – to inspire the children and showcase what can be achieved through sport.

One of these is Commonwealth Games champion Jade Jones-Hall. She joined an event hosted at Shobnall Leisure Complex in Burton-upon-Trent, where she treated more than 200 children to demonstrations of her skills and offered them tips and advice as they tried out different activities.

Jade's own talent was spotted at a school sports day where, at the age of 12, she was scouted by Olympic gold medallist, Baroness Tanni Grey-Thompson. After witnessing Jade's raw ability, Tanni invited her to a training session and the pair have enjoyed a close working relationship ever since.

Jade says engaging children at an early age in different sports is crucial and stresses the role athletes and operators can play in inspiring young people towards active futures.

"I know first-hand how important events like these are in giving young people the motivation to be active and a direction in sport," she said. "I met Tanni and her husband Ian, who is now my coach, at a

school sports day, and that event played a pivotal role in shaping my future career.

"Local schools had brought together children with various impairments to try out different sports. Up until that point, I'd seen wheelchair racing on TV but had never taken too much interest in it. I didn't use a chair at the time, opting for crutches instead, and I certainly didn't view myself as a sporty person.

"Meeting Tanni and Ian at a sports day changed all of this. The event opened up the world of para sport to me and, perhaps more importantly, it changed the perception I had of my own

abilities. I started to realise my potential and the opportunities that were available to me as a para athlete.

Creating opportunities

"It's for this reason I think it's so important that operators host these events for young people. The access children have to sport can vary greatly depending on where they live, the school they go to and their family's interests.

"If they don't excel in a mainstream activity, this can often lead to the misconception from an early age that sport isn't for them. People aren't always aware of what sports are out there. The next big triathlete could be sat in a classroom not knowing anything about triathlon, so it's all about bringing these opportunities to children. Leisure operators play a big role in this and creating equal opportunities for all children.

"Having the chance to meet professional athletes is also a fantastic way to motivate young people and maintain their interest in sport. Again, leisure operators play a vital role in facilitating this by using their connections to high-profile sports personalities and links with local schools to unite the two. Through its Sporting Champions



Jade Jones-Hall 's (right) talent was first spotted during a school sport day by Paralympic legend Tanni Grey-Thompson



It's not all about finding the next Tanni Grey-Thompson or Mo Farah. These events push children in ways that the classroom doesn't

scheme, Everyone Active encourages athletes to engage in a lot of community-focused initiatives, helping to broaden the impact of sport at a local level.

"I know lots of professional sports men and women who say an early encounter with an athlete was the catalyst that kick-started their careers. During the event at Shobnall Leisure Centre, I was lucky enough to meet children from Fountains Primary School in Burton upon Trent who have a wide variety of additional needs. I hope that meeting me proves how sport can enrich their lives and encourages them to see past any disability.

Inspiring future generations

"The role athletes play in inspiring sport's next generation should be championed by everyone in the industry, from operators like Everyone Active through to NGBs. British Triathlon encourages its athletes to give back whenever we can, and I believe this sort of legacy is just as important as our achievements on the track.

"It's not all about finding the next Tanni Grey-Thompson or Mo Farah. These events push children in ways that the classroom doesn't. They help them gain confidence to try new things, work

as a team and cope with successes and set-backs, which are essential skills in all areas of life.

"Sport has enhanced my life in numerous ways, and I'm determined to help more people reap the same benefits. Everyone Active's sports days are making activity more inclusive and helping young people of all abilities and interests to find a sport they enjoy.

"I'm very glad to have been a part of this and I'm excited to continue working to improve the access young people have to sport going forward." ●

www.everyoneactive.com

BACKGROUND: JADE JONES-HALL

Jade Jones-Hall competes in the T54 category and is one of Paralympic GB's most exciting prospects for Tokyo 2020.

She made her debut as a track athlete at London 2012 in the 400m, 800m and 1500m. In 2014 she won a bronze medal at the Commonwealth Games in the 1500m before taking home an 800m silver and 1500m bronze at the European Championships. After competing in Rio 2016, Jade went on to break the 1500m British record in 2017.

She has recently switched her attention to paratriathlon and marathon. At the 2017 World Paratriathlon Championships she took home a silver medal before becoming paratriathlon champion at the 2018 Commonwealth Games. A month later she secured gold at the World Paratriathlon World Cup at Eton Dorney. She is now aiming to compete in both the marathon and Paratriathlon at Tokyo 2020.

Jade was born without a right femur, meaning she needs to use crutches or a wheelchair.

She opted to have her foot amputated at the age of eight, but it was not until the age of 12 that the opportunity to try a racing chair presented itself at a school sports day. Tanni Grey-Thompson was watching on the day and has gone on to mentor Jade ever since.

Jade is an ambassador of Everyone Active's Sporting Champions. She is passionate about improving access to sport for those with disabilities and works with Everyone Active to engage more children in activity.



Jones-Hall is one of Everyone Active's Sporting Champions

OBITUARY:

Denis Molyneux

Sports and leisure industry visionary Denis Molyneux
has passed away at the age of 93



■ Molyneux was a life-long learner, earning a PhD at the age of 84

Denis Molyneux who, in the 1950's and 1960's, was to influence the provision of sport and leisure facilities in the UK so significantly, has died in Adelaide, Australia aged 93. Born in Braunston, Northamptonshire in 1925, Molyneux was educated at Queen Elizabeth's School, Barnet. After service in the Fleet Air Arm he attended the University of Birmingham and later the University of Newcastle, completing an MA in history in 1957.

Birmingham University, whose Physical Education department, headed by David Munrow, was then regarded as among the most forward thinking of all British Universities, was quick to recognise his potential and invited Denis to join the staff. It was at a time of great potential for sports development and, encouraged by local MP, Denis Howell, who in 1970 became Minister for Sport, Molyneux toured Western Europe studying the continental approach to sports provision.

His report of that study was waved in the House of Commons by Denis Howell at the time that he announced the establishment of a Sports Council to advise Government on sporting provision.

PIONEER

On establishing the Sports Council in 1965, Howell chose Walter



The result of Molyneux's work can be seen today in almost every town in the country

Winterbottom, former director of coaching for the Football Association, as director – and Molyneux was recruited as his deputy. David Munrow became a member of the council and was chair of its Facilities Committee. Together, they recognised that with long dark winters and inclement weather, the answer to the UK's sporting problems could be met by following the continental pattern of building indoor sports centres. The result can be seen today in almost every town in the country.

From a base level of five centres, the number of leisure centres has grown to a present-day total of around 1,800.

BRANCHING OUT

By the early 1970's Denis Molyneux had transferred his expertise to Local Government, being appointed firstly as Director of Recreation for Luton in 1971 and then, in 1973, as Director of Leisure Services for Northamptonshire County Council. However, a more significant change occurred in 1975 when he,

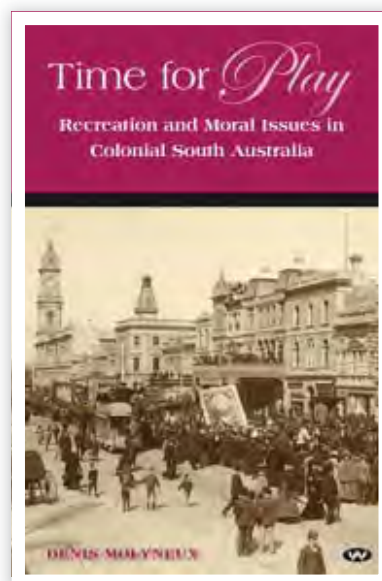
and his wife, Marjorie, emigrated to Australia. In 1976, Denis was appointed to establish diploma and graduate courses in Recreation Administration and Parks & Wildlife Management at Salisbury College, later to become University of South Australia. He was made a member of the minister's Recreation Advisory Council which he then chaired for several years.

In 2002, he was also accepted to study for a Doctorate at the University of South Australia and, following seven years of part time study, in 2009, at the age of 84, he completed a PhD in social history.

He was encouraged by his assessors to write a book based on his thesis. His book, *Time for Play*, won the Keain Medal for the Historical Society of South Australia's best historical publication of 2016.

He completed "Time for Play" just in time as Parkinson's disease was starting to create difficulties for him.

Denis died peacefully in his sleep in the Regis Nursing Home, in Adelaide, on Friday 16 August 2019. ●



In his later years, Molyneux wrote a book on the history of Australian leisure



Not only do children develop the skills they need, but parents feel more confident to play with their children

Chris Wright, head of health and wellbeing at YST



Making time for play

A pilot by Youth Sport Trust has demonstrated that active play is 'crucial' to children preparing for school



■ The YST launched an active play pilot in October 2018, which had a "wholly positive impact" on children and learning

A regional active play scheme targeting two to four-year-olds has been credited with providing a "wholly positive impact" on children's attitude to learning – and their ability to follow instructions.

The results achieved by the West Somerset Physical Literacy programme, created by the Youth Sport Trust (YST), has led to plans to roll the programme out across the rest of the UK.

The early years physical literacy and social mobility project was designed to ensure every child in West Somerset received the opportunity to achieve a good level of physical development linked to their language and literacy skills.

Based on a programme of structured play, the pilot scheme was launched in October 2018 and



■ Research on the pilot scheme showed active play improved a number of key skills

“ Movement in the early years is critical to a child’s development, particularly for children in nurseries and pre-school settings ”

aimed to increase self-esteem and wellbeing – as well as developing agility, balance and coordination.

Interim findings of the programme found that children as young as two were demonstrating improvements in speaking, along with managing relationships (55 per cent of the children taking part), understanding (64 per cent), and improvements in listening and attention (57 per cent).

Activities included chasing bubbles, balancing bean bags while moving, acting out stories in books and making children think how they can travel differently from one task to the next

By also involving parents in stay and play clubs, 95 per cent of parents said they had been given ideas to help their child to be active and 90 per cent felt more confident in helping their child to be active at home.

“Movement in the early years is critical to a child’s development, and particularly for the children in nurseries and pre-school settings,” said Chris Wright, head of health and wellbeing at YST.

“We have placed a huge amount of resource and research into training and mentoring parents, nursery and pre-school leaders to give them confidence and ideas around how to be active with their children and structure play in a way that supports their development.

“Not only are children developing the ability to sit for longer and have better object control to help them write and give them the skills they need to start school, but parents feel more confident to play with their children, they understand why it’s good to be active, and children are enjoying being more active which will mean they can develop healthy, active habits. ●



■ The survey showed that children as young as two were demonstrating improvements in speaking, along with managing relationships

leisure opportunities

Your careers & recruitment partner

Recruitment headaches?

Looking for great people?

Leisure Opportunities can help

Tell me about Leisure Opps

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

How does it work?

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

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

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

What are the most powerful features?

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

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

I hear you're part of Leisure Media

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

What packages are available?

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

Is there more?

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

What now?

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

Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



LUXE
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>

"LOVE WHAT YOU DO!"

FITNESS OPERATIONS MANAGER

Location: Coventry, UK**Salary: Competitive****Reference: XL56**

CV Life are looking to recruit an enthusiastic Fitness Operations Manager to join our Lifestyles Health & Fitness Management Team who will oversee Fitness operations across all company sites.

The ideal candidate for this position will have a passion for health and fitness and have excellent customer service skills. You will need to have working knowledge and experience within a fitness position and have the ability to work well under pressure. You'll have a demonstrable track record in providing a range of fitness services which challenge and excite members in a safe working environment. You will also need experience of delivering a range of exercise programmes that retains and attracts new members.

The successful candidate will need to be flexible as they will be required to work at a range of sites across the City, sometimes during evenings and weekends. They will also have good leadership, managerial and organisation skills and be an outstanding communicator and motivator; showing positive assertiveness to a strong team of Fitness Instructors and provide support to the Studio Coordinator.

Benefits

- Great development opportunities
 - FREE health and fitness membership*
 - FREE health and fitness membership for a family member or friend*
 - FREE uniform for applicable roles
 - FREE training for applicable roles
 - DISCOUNTS on Centre activities*
- (*not applicable to casual workers).

We Value

Pride**Passion****Performance****Apply now:****<http://lei.sr/F5o4Q>**

www.cvlife.co.uk @cvlifeneews
info@cvlife.co.uk 024 7630 8258
 Coventry Sports Foundation is operating as CV Life.





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>





WE ARE RECRUITING NATIONWIDE

EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



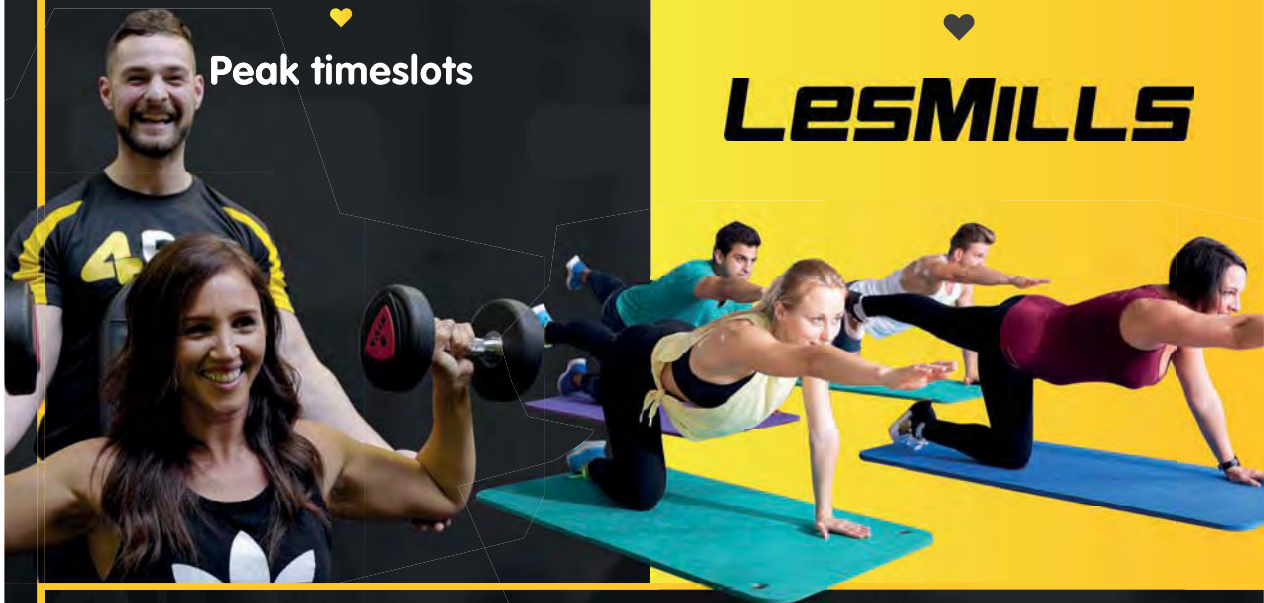
Back to back classes



£20 per hour



LES MILLS



Send your cv and cover letter to
stacey.gould@exercise4less.co.uk



»» 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>





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

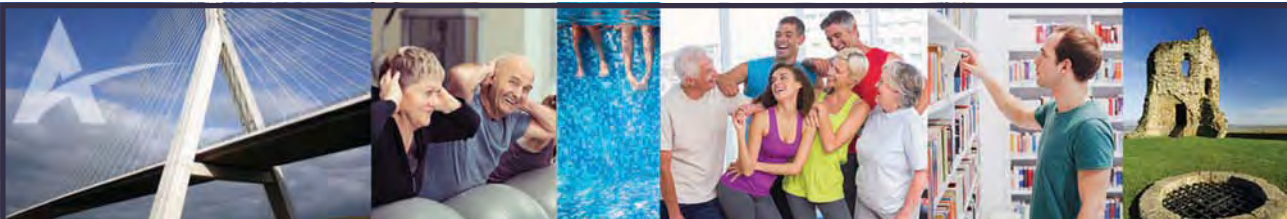
The Member Specialist role assists in the running of all "front of house" CLASS UFC GYM studio operations, with a strong focus on premium customer service as well as meeting sales expectations. The ideal candidate will have strong customer service skills and basic sales experience. The Member Specialist 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>



Head Attendant

Salary: £17,594 to £19,048 per annum

Location: Flint, UK

Based in Jade Jones Pavilion Leisure Centre

***Are you a lifeguard or current swimming teacher?
Are you looking for the next step in your career?
If so this is a fantastic opportunity for you!***

This is an exciting and unique opportunity to join a new company. Aura leisure & Libraries Ltd, we are a charitable, not-for-profit, organisation who aims to improve the quality of life for customers through the provision of popular culture and leisure opportunities that improve mental health and physical well-being. With a vision of "More People, More Active Minds and Bodies, More Often".

***Do you want to work in a dynamic
and supportive team?***

Are you someone who is:-

- A keen swimming teacher
- A good communicator – A real "people person";
- Able to care about customers;
- Enthusiastic and takes pride in everything you do;
- A problem solver, able to demonstrate initiative and ideas;
- Able to show good organisational skills;
- Able to ensure that high standards of customer service are maintained within a busy leisure centre at all times

We are looking for an enthusiastic / energetic individual to provide excellent instruction to customers within our swimming lessons, to support the role of the Duty Supervisor for the day to day scheduled operations and security of the leisure centre. To provide a high level of instruction to leisure centre customers and staff, The Head Attendant Role will be directly involved with the learn to swim programme on site and all customers visiting the Leisure Centre, meeting, greeting, serving customers and will be responsible for the quality of the service delivery.



For more information and to apply: <http://lei.sr/g2f9c>



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

 facebook.com/everyoneactive

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



INVESTOR IN PEOPLE

everyone
ACTIVE

5 x Disability Multi-Sport Coach Vacancies

DISABILITY MULTI-SPORT COACH

LONDON

£20 - £25 per hour / Part time, Self-employed



Disability Sports Coach are currently recruiting multiple flexible, reliable and passionate sports coaches to fulfil multi-sports contracts across London. This role can be between 5 and 20 hours per week, and times/location are varied and flexible.

As part of your role you will be expected to deliver a wide range of multi-sport type sessions, in reference to our termly sports structure.

Essential Experience

- 2 years experience coaching sports/activities to disabled children or adults
- Experience of working within a school environment, leisure centre, club or community environment

Essential Qualifications

- NGB Level 2 coaching award, Level 3 Personal Training qualification or sports degree
- First Aid Qualification
- Child Protection Certificate

Benefits

- Free entry to Disability Sports Coach Training Workshops
- A highly regarded reference and valuable experience to develop your C.V
- Holiday term breaks including Easter, Summer & Christmas
- Free sports uniform and accessories
- Social events throughout the year
- 10% off Davies Sports equipment

How to apply

Please send your CV together with a completed equal opportunity form by clicking on 'apply now' by 5pm on the 16th September 2019.

Please note Disability Sports Coach will be recruiting throughout the vacancy window, so please apply as soon as possible.

Our Charity is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. Background checks and an enhanced DBS will be required. Successful coaches should be familiar with the Charity's Safeguarding policies (Adults & Young People) and comply with appropriate procedures and processes, should interventions be required.

For more information, please contact Hugh Elsegood on 07772 677259 or email hugh@disabilitysportscoach.co.uk.

Apply now: <http://lei.sr/D0d40>



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.

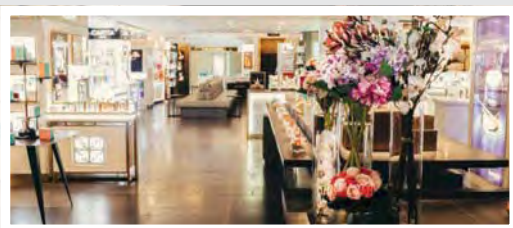
We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as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

URBAN RETREAT



VACANCIES

Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring. Be a part of this amazing team set to redefine the London beauty scene.

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

Beauty Therapist

Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills
- Fluency in English and excellent communication skills
- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

Hair Specialist

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

Essential key skills:

- Minimum 3 years shop floor and column generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way
- Good command of English both verbally and in written communication
- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

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

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

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/OW7m7>

Global Head of Sales for VOYA Organic Beauty

VOYA Organic Beauty is looking for a dynamic Head of Sales from November 2019 for a 1 year fixed contract with excellent future opportunities for the right candidate.

Role Duties

Overall Goal - to increase VOYA brand awareness globally, generating sales on expected growth projections.

- Managing and overseeing the sales and training team effectively.
- Supporting the company's CEO in increasing the market share of the VOYA brand.
- Liaising and supporting the marketing team effectively.
- Please note: Flexibility is required for trade shows, press events and international travel which may include evenings and weekend.

Essential Experience

- NVQ Beauty or Equivalent Spa Management.
- Experience in the Spa & Wellness Industry.
- Management of Sales and Training Teams.
- Strategic Planning Experience.
- Budgeting Experience.
- New Product Development Experience.
- Experience in public speaking and giving presentations.
- Retail Experience.

Desired Criteria

- Experience working with a Luxury Spa Brand.
- Business Related, Sales and Marketing Degree.

Required Skills

- Proficient in Excel, Word, Powerpoint.
- Confident in Adobe Tools.
- Excellent Team Player.
- Energetic & Motivated.
- Passionate about skincare and wellness.
- Excellent communication skills.
- Strong leadership skills.
- Full Clean Driving Licence.

Role Benefits

- 20 Days Holiday Per Annum.
- Award-Winning Wellness Program for Employees.
- Business Phone, Laptop and Company Car.
- OTE Bonus and Commission Structure.

Apply now: <http://lei.sr/B4l8c>

VOYA

www.voya.ie

BODY WORLDS LONDON

Are you interested in working at London's newest attraction?

DUTY MANAGER

BODY WORLDS London is nearly 1 year old and already has been voted as a Travellers Choice Top 10 London Attraction by Trip Advisor . It has also been awarded top innovation in the industry by Group Travel.

Dr Gunther von Hagens' renowned exhibition of real human bodies has sparked curiosity and awe around the world with over 49 million visitors globally.

Do you thrive being responsible for the day to day operation of a highly prestigious exhibition? If you are a highly motivated, self-driven and commercially minded operator this is the role for you.

As the Duty Manager, you have the autonomy to be totally responsible for all that goes on in the venue; driving and inspiring the team to deliver memorable experiences for our guests and smashing secondary spend targets.

If you are not one for routine read on. No two days are the same and our Duty Management team are involved in every aspect of our business, including recruiting your own teams, exhibition facilities, merchandising, the list goes on.

Qualifications & Experience

- 2 years previous and relevant management experience in a DM role and/or service industry.
- Hands-on, representative, service oriented, team player, leadership skills.
- Proven experience of having delivered high standards of visitor service.
- Strong desire to increase sales across all areas of attraction.

For more information and to apply visit: <http://lei.sr/J7q7X>





LEGOLAND NEW YORK

LOYALTY AND INSIGHT MANAGER

Something very exciting is underway in Goshen, New York. Due to open in 2020, LEGOLAND Park and Hotel in New York is Merlin's biggest single investment to date and you could play a crucial part in this amazing project!

We're now looking for a unique person who has a passion for creating and executing loyalty strategies for LEGOLAND New York Resort annual pass program, covering product offerings and proposed price setting. You will ensure our Senior Management team and other relevant stakeholders have up to date information on the latest research findings including guest KPI's, satisfaction and CAPEX performance.

As Loyalty and Insight Manager your main goal is to increase revenue, throughout sales and visits to Annual Pass holders. You will ensure high pass holder satisfaction level, through the development of strong and compelling Annual Pass programs.

Your goal will be to secure the highest possible renewal level per cent and KPI's including satisfaction and CAPEX performance.

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator.

Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort.

For more information and to apply: <http://lei.sr/B1p0D>



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

Contact us to post your job today!

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



leisure opportunities

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