

LEISURE *management*

ISSUE 4 2010

VOLUME 30 NUMBER 4

Fred Turok

On finding troubled youngsters
jobs in health and fitness

Taking **opera**
to the masses

PARKOUR

THE URBAN SPORT
GETS SERIOUS



John Penrose

THE TOURISM MINISTER SHARES HIS PLANS

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BOOSTING CONFIDENCE

Although things are tough out there, leisure operators are finding opportunities to innovate and we're still seeing a steady stream of new concepts being brought to market; from digital 3D cinema to new children's fitness operations and from treehouse hotels to parkour centres (see our feature on page 34). However, things are pretty confusing in terms of what's working and what isn't, and unfortunately, it's the bad news that tends to get reported.

Parts of the pub sector have been struggling, for example, with record levels of closures being documented in the leasehold market. However, industry experts Davis Coffey Lyons report that the quality freehold market is thriving and it's this juxtaposition of success and failure that's making it difficult to generalise or easily understand the true state of the industry.

The same applies to other sectors. In the health and fitness market, low-cost clubs are making their presence felt and this month, easyGroup announced a tie up with Fore Fitness to launch easyGym in 2011. This sector will continue to grow and we can look to Germany to see how it might shape up. Over there, low-cost fitness has grown to take more than half the market by volume over a 13-year period.

On the operational side, conditions are forcing businesses to improve efficiency, which is opening up opportunities for a new generation of web-based management systems which run both front and back of house operations. Companies that might not previously have considered



The biggest challenge we're facing as an industry is keeping the confidence of investors and bankers in the face of sometimes negative news, as their funding is vital for the continued growth and vitality of the market.

investing in technology are now embracing it and enjoying the savings and the extra marketing reach it offers.

The biggest challenge we're facing as an industry is keeping the confidence of investors and bankers in the face of sometimes negative news, as their funding is vital for the continued growth of the market.

One of the very best ways to do this is to spread the news about successes, but at the moment, this message isn't being heard and there's a reduced appetite for risk. We're reporting regularly on excellent leisure schemes that have got planning permission and are ready to build, but just can't get funding. Hand in hand with this, we know investors who are sitting on cash that is earning pretty pitiful returns, but they're just not confident to invest until a clearer picture emerges of which sectors are trading well.

This is unfortunate, because domestic leisure spend is still strong in many areas and build costs are far lower now than they will be once economic growth picks up.

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IN THIS ISSUE...



Fred Turok on his charity TAG, p24



How parkour is entering the mainstream, p34



New tourism minister John Penrose answers the industry's questions, p28



Leisure Management **news**

- 6 World Leisure
- 8 Commercial
- 10 Spa
- 11 Health & Fitness
- 12 Property
- 13 Sport
- 14 Parks
- 15 Public Sector
- 16 Attractions
- 17 Hospitality

18 design news

Including Center Parcs' new treehouse suites and Leeds Arena images

20 hotseat

geoffrey baber

The Holiday Property Bond founder on offering shares in holiday homes

24 interview

fred turok

The founder of LA Fitness tells Magali Robathan how his Transforming a Generation charity is changing the fortunes of disaffected young people

28 john penrose

The new tourism minister tells us why he won't let cutbacks stop his plans to boost tourism in the UK

31 when less can be more

Capita Symonds' Tom Pinnington talks us through three approaches to protecting and improving leisure facilities

32 architect's focus

henley halebrown rorrison

The Junction arts centre in Goole has won a host of architecture awards

since its completion last year. Kath Hudson meets the architects responsible for the striking but simple design

34 running free

As Westminster Council announces plans for a flagship parkour facility, the founder of NGB Parkour UK tells us how the sport has developed

38 a breath of fresh air

Coworth Park near Ascot promises to be one of the UK's greenest hotels when it opens in September. Magali Robathan finds out more

40 opera for all

Tom Walker finds out how opera companies are working hard to encourage new audiences to enjoy opera, with a range of innovative projects

ISSUE 4 2010



Widening the appeal of opera, p40



Event catering, p50



A look at what leisure consultants have been up to, p42



The Weymouth and Portland National Sailing Academy, p46

42 making things happen

From bidding for the Netball World Championships to working on the Plymouth Life Centre, we find out what three consultants have been up to

46 sail of the century

Rhianon Howells talks to the Weymouth and Portland National Sailing Academy CEO about the road to the 2012 Olympics and beyond

50 making a meal of it

Sodexo Prestige's Anna Fenten talks through two recent high profile jobs

52 senior's solutions
how to put your money
where your mouth is

Grahame Senior looks back at his first 18 months with Howard's House Hotel

54 leisure-kit

New products for industry buyers

58 liw preview

A sneak preview of this year's Leisure Industry Week, 21-23 September 2010

66 liw exhibitor news

Details of the companies exhibiting at Leisure Industry Week

103 diary dates**104** leisure directory**106** odd job

props workshop manager
Creating lifelike, moving wicker horses and convincing guillotine tricks is all part of the job for the National Theatre's Mike Garrett

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Buyers' guide:

For suppliers of products and services in the leisure markets, turn to p104

World Leisure

Ritz-Carlton to open world's highest hotel

The Ritz-Carlton Hotel Company is set to open the world's highest hotel in Hong Kong in the first quarter of next year.

Ritz-Carlton, Hong Kong will occupy the top 17 floors of Kowloon's 118-storey International Commerce Centre and offer 312 rooms, starting at 50sq m (538sq ft) for a deluxe room and rising to 365sq m (3,930sq ft) for the Ritz-Carlton Suite.

The hotel's bars and restaurants have been designed by Japan's Spin Studio and Wonderwall, with six dining venues starting on the 102nd floor. A rooftop bar 490m (1,608ft) above sea level will offer Asian-style tapas and contemporary cocktails - in addition to providing stunning views overlooking Hong Kong.

The property will also feature one of the city's largest ballrooms at 930sq m (10,010sq ft); four additional meeting rooms and an ESPA spa on the 116th floor, featuring nine deluxe treatment rooms and three couples' suites.

The new Ritz-Carlton, Hong Kong will occupy floors 102-118 when complete



Colosseum seeking private sponsors

The Italian government is looking to raise around €25m (£21m, US\$31.6m) from the private sector to help pay for the restoration of Rome's iconic Colosseum.

The culture ministry accepted bids from possible sponsors between 4 August and 15 September, adding that they will be able to "promote their image" but that any ads will have to be compatible with the 2,000-year-old structure.

The work, which could begin as soon as October this year and which will take around three years to complete, would include restoration of the façade and the creation of a new visitor centre. After the



The historic venue is to be restored

restoration, visitors would have access to parts currently not open to the public.

It is also reported that the authorities in Rome are contemplating bringing in a tourist tax for hotels and some museums.



The proposed 9/11 museum

New York's 9/11 museum to open in 2012

A museum commemorating the victims of the 11 September attacks on the World Trade Centre in New York is set to open to the public in 2012.

The US\$45m (£29m, €36m) Memorial Museum - designed by Davis Brody Bond architects - will encompass a 120,000sq ft (11,100sq m) area and will be located beneath the site's memorial plaza.

Visitors to the museum will enter through a glass-cased visitors' orientation and education centre located on the plaza above. The museum itself will include a number of exhibits, some of which are haunting reminders of the strikes, such as the 36ft steel column that was the only piece of the towers left standing.

US\$36m Dali Museum nearing completion

The new US\$36m (£23m, €28m) Dali Museum being built in St Petersburg, Florida, US, is nearing completion; however, developers have run into a US\$5m (£3.2m, €4m) funding shortfall.

However, Pinellas County's Tourist Development Council has recommended that county commissioners contribute US\$2.5m (£1.6m, €2m) of its hotel bed tax revenue towards the museum project.

The county initially refused funding, but the St Petersburg City Council

said that it would also donate the same amount providing the county matched it.

Jann Weymouth at HOK Architects has designed the new museum, which is scheduled to open on 11 January.

HOK said the museum has been influenced by Dali's surrealism, and that "though the museum is designed as a treasure box that shelters the priceless collection from hurricanes behind thick concrete walls, the box opens in ways that welcome and intrigue visitors".

Firm nets Moscow contract

Netherlands-based architect Erick van Egeraat has won an international design competition to secure the commission for the VTB Arena Park in Moscow, Russia.

The 300,000sq m (3.2 million sq ft) VTB Arena Park will include a complete overhaul of the home of FC Dynamo Moscow. The mixed-use project is set to be one of the largest sport projects to be carried out in Russia in recent years.

VTB Bank will provide an investment of around €500m (US\$633m, £410m) for the scheme, which comprises the redevelopment of the existing Dynamo Moscow stadium and its surrounding park.

Erick van Egeraat proposed a contemporary multifunctional urban regenerator that will play a key role in transforming its wider surroundings, while including the creation of a separate cultural hub,



van Egeraat's plans for the stadium

the redesign of the 45,000-seat stadium, a new 10,000-seat arena hall, a retail and entertainment complex, restaurants, parking and other leisure facilities.

Disney profits up despite mixed results

Disney Parks and Resorts has reported a 3 per cent increase in revenues during the three months to 3 July.

The increase was offset by falls in attendance and hotel occupancy, resulting in the park division experiencing an 8 per cent fall in operating income.

The mixed results at its parks did not dampen the entertainment giant's third quarter results, however. It announced a 40 per cent jump in overall profit thanks to its media networks seeing a 43 per cent increase in income - fuelled by the box office success of hit movies such as *Toy Story 3* and *Alice in Wonderland*.



Box office success has boosted Disney

Disney president and CEO Robert Iger said: "We're very pleased with our strong third quarter, in which we grew revenues substantially and improved profitability across the majority of our businesses."

Anytime to expand into Europe and Japan

US-based franchise Anytime Fitness has confirmed a number of deals that will see the chain expand into Benelux and Japan, as well as into the UK and Ireland as previously reported in *Leisure Management*.

A master franchise agreement has been signed with Petro Hameleers of the Netherlands, involving plans for 150 clubs in Belgium, the Netherlands and Luxembourg over the next 10 years.

Hameleers - already a club owner as well as a physical therapist, and with

more than 15 years' experience in the fitness industry - has revealed that his first Anytime Fitness club could open as early as January 2011.

Meanwhile, projections are for 300 new clubs to open in Japan over the next 10 years, where a consortium led by Toru Yamazaki - former CEO of Megalos, the fifth largest health club chain in Japan (and a subsidiary of Japanese corporate giant Nomura Real Estate Group) - has taken on the master franchise.

New Bollywood theme park opens in Gurgaon

A large visitor attraction showcasing Indian cinema and culture has opened in Gurgaon, in the northern Indian state of Haryana.

The 6-acre (2.4-hectare) complex - Kingdom of Dreams - mixes live entertainment with cinematic exhibitions, art, culture and cuisine and is a joint venture between events management firm Wizcraft and a Delhi-based real estate company.

The owners are aiming to offer "all the delights of India" in one place, benefiting from the increasing popularity of the Bollywood phenomena both in India and abroad.

At the centre of the development is a 850-seat ShowShaa theatre and entertainment venue, able to host live shows, as well as screened events.



The complex is to open in October

JW Marriott to open Miami hotel sports complex

A 50,000sq ft (4,645sq m) sports, lifestyle and entertainment complex will be a feature of the new 369-bedroom JW Marriott Marquis Miami when it opens this October.

The facility - located on the hotel's 19th and 20th floors - will include a 10,000sq ft (929sq m) multi-use arena which can convert into an NBA approved basketball court, a full-size tennis court or an event space.

A Jim McLean Golf School; a pool deck with a heated pool and whirlpool; a billiard room; a virtual bowling alley; a 4,500sq ft (418sq m) Met 2 fitness centre featuring Technogym equipment; and a full-service Rik Rak spa and beauty salon will also form part of the new complex.

Commercial

Odeon signs up Sony for digital roll out

Odeon and UCI Cinemas Group (Odeon) has reached a deal with Sony Pictures Releasing International (SPRI) to supply its digital roll out strategy.

The agreement will see Sony provide its motion picture content in digital form to all Odeon/UCI theatre locations that are deployed with DCI-compliant digital projection systems. SPRI has said that it will support the initiative to achieve 100 per cent digital rollout by contributing towards digital conversion fees.

Long-term digital deployment deals have now been inked with all six major Hollywood studios and various inde-



IMAGE: BRITAIN ON VIEW

The remaining Odeon and UCI cinemas are to be equipped with digital facilities

pendent distributors to support the digital conversion in the UK.

With more than 1,800 total screens, Odeon is Europe's biggest cinema chain.

The group currently operates 491 digital screens in seven countries, including 280 in the UK, an overall increase of 145 per cent in the past three months.

£350m Rock project unveiled in Bury

A new £350m leisure and retail project in Bury, Greater Manchester, has opened.

The 620,000sq ft (57,600sq m) development - called The Rock - comprises a 10-screen Vue multiplex cinema, a 24-lane AMF ten-pin bowling centre and a number of restaurants, including Nando's, Pizza Express and Frankie and Benny's, as well as retail and residential units.

Hammerson was appointed by Deloitte to complete the development after the original developer, Thornfield Ventures, entered administration earlier this year.

Carolyn Kenney, project director at Hammerson, said: "The Rock is a key ele-



A Vue cinema forms part of The Rock

ment in the regeneration of Bury and wider confidence in the town is demonstrated by the line up of national retailers and leisure groups choosing to open in the town for the first time."



Arena runs a number of UK courses

PartyGaming and bwin to merge

PartyGaming and bwin have revealed details of a proposed merger, which will lead to the creation of one of the largest online gaming groups in the world.

The merged group, which will be based in Gibraltar and listed on the London Stock Exchange, is set to be headed by co-chief executive officers Jim Ryan and Norbert Teufelberger.

bwin and PartyGaming shareholders will own 51.6 per cent and 48.4 per cent of the new group respectively, with

assets and liabilities of to be transferred to PartyGaming as part of a Societas Europaea - a joint stock company.

The merger is subject to a number of conditions, including the backing of each set of shareholders and regulatory clearance. When complete, bwin will de-list from the Vienna Stock Exchange.

Teufelberger, co-chief executive officer at bwin, said of the merger: "This business combination makes great strategic, operational and financial sense."

Profits decline at Arena despite increase in footfall

Racecourse operator Arena Leisure saw pre-tax profits fall by 18 per cent during the first half of 2010, despite a small increase in attendance figures.

In its figures for the six months to 30 June, the group posted pre-tax profits of £0.9m, down from £1.1m in 2009, although average attendances grew by 3 per cent. Arena stages more than 350 events each year.

Arena chair David Thorpe said: "This is a commendable performance from the group across a number of fronts. Arena has delivered improved performance with average attendance at our racecourses increasing year-on-year and there are encouraging signs that corporate hospitality business is beginning to pick up."

Northam Farm gears up for 15% rise on year of the staycation

The Scott family have been welcoming holiday makers to the family run Northam Farm holiday park for over 60 years. Situated just minutes from Brean Sands in Somerset, it's the ideal location for a staycation.

Competition is fierce for the new staycation traffic with those who heeded the prediction of a 15% rise on last year's staycationers benefitting. Many of the Scotts' guests come back year-after-year, but those new to the concept of holidaying in the UK may be pleasantly surprised by the excellent facilities provided. Earlier this year, in anticipation of a busy summer, the Scotts' completely refurbished their washrooms, showers and changing areas to the highest standard.



Armitage Venesta's Quantum Resista was used in the refurbishment which included showers, changing rooms and toilets with matching vanities and Venesta benching. The Quantum range offers exceptional value for money without compromise.

IPS *Evo* Resista panelling, which arrives on site with factory fitted sanitaryware, was used for a completely waterproof finish and a speedy installation while allowing easy access for ongoing maintenance. Well chosen colours from Venesta's colour palette blended superbly with the new décor to create an attractive, lasting finish.

For more information on Armitage Venesta and IPS *Evo*, call 01474 353 333 or visit www.armitage-venesta.co.uk



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Spa & Wellness

Wyndham to open Chelsea Harbour spa

Wyndham Hotels and Resorts will open a new luxury spa at its Wyndham Grand hotel at Chelsea Harbour in September.

The new Blue Harbour Spa at the Wyndham Grand will incorporate six treatment rooms, a sauna, steam room and a 17m swimming pool, complete with swan neck waterfalls and swim jets.

Treatments will be provided by a selection of product houses including Yon Ka, Aromatherapy Associates, Monu and Mama Mio, while the spa menu has been created with eastern and western influences in mind. It will include holistic therapies including reflexology and



The Blue Harbour Spa at Chelsea Harbour will include six treatment rooms

Ayurvedic massage, as well as volcanic stone massages and seaweed wraps.

The opening of the new Blue Harbour Spa forms part of a hotel-wide refurbish-

ment programme, which has already resulted in the launch of a new pent-house floor and the redesign of the interior, and a number of outdoor spaces.

von Essen to continue spa expansion plans

von Essen is continuing the extension of its spa offering by revealing the launch dates of the remaining five spas to join its UK portfolio within the next year.

Next to open will be the spas at Woolley Grange in Wiltshire and Mount Somerset in Somerset, which are scheduled to open in mid-October 2010.

The new spa at Congham Hall in Norfolk will debut in December 2010, while The Greenway spa in Cheltenham will be completed in January 2011. A final, standalone development in the village of Lower Slaughter in the Cotswolds, which will have combined access to von Essen's



Congham Hall's spa will open in late 2010

Washbourne Court and Lower Slaughter Manor hotels, will open in August 2011.

Product partnerships with Comfort Zone and Anne Semonin have also been formed to coincide with the launches.



Organic treatments will be offered

The Herb House spa to open at Lime Wood

A 22,000sq ft (2,044sq m) spa called The Herb House is scheduled to open in October at Lime Wood Hotel in the New Forest, Hampshire.

Working in collaboration with Irish seaweed spa brand Voya and natural skincare brand NUDE, spa treatments will also be provided by UK-based farming company Daylesford Organic's beauty range Bamford.

The Herb House is set to be the first to offer the organic spa treatments outside of Daylesford's own facility. The Hay Barn in Gloucestershire.

Including designs by David Collins Studio, Lime Wood Hotel's new spa will incorporate 10 treatment rooms and an indoor swimming pool, as well as glass-walled saunas.

Charity shuts down following fraud arrest

The Prince's Foundation for Integrated Health (FIH), a charity founded by the Prince of Wales, has been shut down.

The closure of the foundation, which promoted a holistic approach to medicine and lobbied for a greater use of homeopathic treatments, was announced following the arrest of its former senior officials on a fraud charge.

In a statement, FIH claimed that the closure of the organisation had been in planning for months but had been

"brought forward as a result of a fraud investigation at the charity".

The FIH statement added that: "The trustees feel that the foundation has achieved its key objective of promoting the use of integrated health.

"Since the foundation was set up in 1993, integrated health has become part of the mainstream healthcare agenda, with more than half a million patients using complementary therapies each year, alongside conventional medicine."

Health & Fitness

Virgin Active to be sold?

A number of private equity groups are considering making a bid for health and fitness operator Virgin Active.

CVC Capital Partners and Blackstone, both of which already have investments in the leisure sector, are among companies looking to take over "a considerable size" of the business.

Part of Sir Richard Branson's Virgin Group, Virgin Active currently runs 72 clubs in the UK and also has operations in the Mediterranean and South Africa.

It is thought that Branson would retain a share in Virgin Active as part of any deal. Two private equity groups - Permira and Bridgepoint - already hold stakes in Virgin Active as a result of their deal to sell Holmes Place to Virgin in 2006.

Virgin Active is currently in the midst of an aggressive expansion push in Europe.



Virgin Active currently runs 72 UK clubs

Last year the company announced plans to open 25 clubs in northern Italy over the next three years. It also has sizeable market shares in Spain and Portugal.

Enfield facilities to undergo renovation

Enfield Council has begun consultations with Fusion Leisure over an £8.9m overhaul of its leisure services and facilities.

Work is due to get underway at the first centre - Southbury Leisure Centre - in November, followed by Southgate and Albany Leisure Centres in 2011.

Proposed changes at Southbury include improvements to the gym, revamped dry changing areas and upgraded group exercise studios. Fusion has appointed the Clarkson Alliance to design and manage the programme.

Peter Kay, chief executive of Fusion Lifestyle said: "Southbury is the first cen-



Fusion has been chosen to run the venues

tre in the refurbishment programme. As a modern centre it has excellent facilities but is due for refreshing and updating to make it more accessible and enjoyable for everyone to use."

Pure Gym to launch in Smethwick

Budget club operator Pure Gym has opened a new site in Smethwick, West Midlands, at the Windmill Shopping Centre. The gym is open 24 hours a day.

The Pure Gym concept is based on not having traditional membership contracts, instead offering users full access for a £15 monthly payment and a £20 joining fee.

The Smethwick gym is fully air conditioned and boasts a range of cv, strength and circuit equipment as well as a variety of group exercise classes for an extra

fee. The new fitness club is also one of the first in Birmingham to offer Bodycore vibration training platforms.

Peter Roberts, chief executive of Pure Gym, said: "In the current economic climate, people from all walks of life are watching their budgets and we are offering a package to customers at a competitive and affordable price."

Pure Gym now operates fitness facilities in Wolverhampton, Sheffield, Leeds, Manchester, Edinburgh and Glasgow.

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Property

Green light for Wirral Waters

Wirral Council has approved plans for a major £4.5bn regeneration scheme – Wirral Waters, which will turn Birkenhead Docks into a new waterside destination.

Developer Peel Holdings is leading the project, which is one of the largest planning applications in the UK and encompasses an 18 million sq ft (1.7 million sq m) area on the banks of the River Mersey.

Glenn Howells Architects, Skidmore, Owings and Merrill, BroadwayMalyan, Allford Hall Monaghan Morris and HKR are among the architects to work on the scheme, which will boast restaurants, cafés, bars, a hotel and cultural attractions to rejuvenate the former docks area.

Wirral Council's cabinet member for regeneration and planning strategy, Andrew Hodson, said: "The approval of this planning application will lead to the



The scheme will transform the local area

total transformation of what is currently derelict brownfield land within East Float at Birkenhead Docks and when finished will create over 27,000 jobs."

Aberdeen stadium plans submitted

Aberdeen Football Club (AFC) has lodged plans with Aberdeen City Council to build a new £40m stadium at Loirston.

The site at Loirston Loch near Nigg was named as the preferred site for the new 21,000-seat stadium after AFC decided its current Pittodrie home was "outdated". An alternative site at Kings Links was said to be too small and expensive.

The new development – designed by the Miller Partnership – will feature hospitality suites; facilities for the players, supporters and the wider community; club offices; car and coach parking and a club museum. The all-seater arena will have



Aberdeen is eyeing up a move to Loirston

three public stands and a main stand, the latter containing the hospitality seating.

Plans will also see the club's existing stadium demolished to make way for a proposed residential development.

£600,000 for Swansea's Urban Village

Coastal Housing Group's (CHG) plans for a two-million pound Urban Village development in Swansea have been boosted by the Welsh Assembly Government.

Welsh deputy minister for housing and regeneration Jocelyn Davies revealed that the Strategic Regeneration Area initiative will contribute £600,000 to help fund the project, which aims to revitalise the city's High Street area.

The Urban Village project – designed by Mathias Holder Architects of Cardiff

– features new courtyard spaces linking shops, food and drink outlets and offices.

CHG's plans also form part of a wider bid to regenerate the High Street area, which includes the railway station and a separate development being led by Gwalla Housing Association.

CHG's Debbie Green added: "Work on site is progressing well and we look forwards to making the High Street an attractive destination for both the local community and visitors."

Severn Trent Water to offload Vyrnwy Estate

A 23,315-acre (9,435-hectare) estate surrounding Lake Vyrnwy in Wales, which incorporates a nature reserve and conservation areas, has been put up for sale by Severn Trent Water.

The utility company is looking to offload a 125-year lease to one of the largest single blocks of land to go under the hammer across England and Wales in recent years.

A guide price of £11m for the lease has been set by London-based agent Knight Frank, with the sale split into four lots; the largest of which covers a 12,000-acre (4,856-hectare) site farmed jointly with the RSPB.

Prospective buyers will be able to negotiate water rights to Lake Vyrnwy, which was created in 1892 to supply clean water to Liverpool.



The West End is to be transformed

London's West End set for major overhaul

London's West End is set for a major transformation as part of efforts to attract an additional 50 million visitors a year by 2020, which have been unveiled by the New West End Company (NWECC).

The group, which represents 600 businesses on Regent Street, Oxford Street and Bond Street, has set out six aims that are designed to further develop the West End area as a retail and leisure destination.

NWECC proposals include a major event to coincide with the capital's Cultural Olympiad and the development of a visitor pavilion on Oxford Street ahead of the 2012 Olympic and Paralympic Games, as well as 20 public spaces to increase "dwell time".

Sport

Sport 'defying recession'

Growth in the sport sector has outstripped the English economy as a whole over the past two decades, according to a report by Sport England.

The Economic Value of Sport in England, suggests that sport's annual economic contribution has reached £16.67bn, an increase of 140 per cent in real terms between 1985 and 2008.

The study also shows that a major factor in the sharp increase in announced developments in the past five years has been London's successful bid to host the 2012 Olympic Games. Growth between 2005 and 2008 was "driven by investment directed towards the London Olympics and a long-term Sport England policy to increase sport participation".

The report, commissioned by Sport England and carried out by the Sport



Consumer spend on sports is up

Industry Research Centre at Sheffield Hallam University, shows that consumer spend on sport in England was £17.384bn in 2008 - up 138 per cent since 1985.

OPLC starts search for stadium tenant

The Olympic Park Legacy Company (OPLC) has announced that all parties interested in securing a long-term lease to London's Olympic Stadium must submit their bids by 30 September.

More than 100 initial expressions of interest were submitted to the OPLC in an earlier stage of the process held between March and June, although formal bidding remains open to new proposals.

West Ham United Football Club and Newham Council have confirmed that their joint bid for the venue remains on track, while O2 Arena operator AEG Europe is also thought to be interested.



IMAGE: ODA/DAVID POLITTNEY

Initial bidders backed a long-term lease

The initial expressions of interest found that a multi-use venue with athletics facilities is backed by all prospective bidders, with a long-term lease and a reduction in capacity from 80,000 also favoured.

Football League nets £372m funding boost

The Premier League has announced a £372m financial package to be shared by Football League member clubs over the next three years, after a number of rule changes were agreed.

At an extraordinary general meeting held in Derby, Football League members approved changes to regulations governing club finances, ownership and the criteria for grounds, as well as third party interests in players. As a result, clubs in the npower Championship are set to

secure an additional £2.2m per season in extra revenue, with League One and League Two clubs securing £335,000 and £225,000 per year respectively.

Premier League chief executive Richard Scudamore said: "Having common rules in areas such as player contracts, third party ownership of players, and public disclosure of club ownership is something we have worked towards for a number of years and we are pleased that the Football League have voted them in."

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Parks & Countryside

Cuts force coastal path rethink

In a move which could lead to severe delays to – or even the possible axing of – its All England Coastal Path project, Natural England has been forced to reassess the scheme in the wake of a five per cent reduction in its budget this year.

Five local authorities across the country – Cumbria, East Riding of Yorkshire, Somerset, Kent and Norfolk – are involved in the implementation of the first phases of the roll out of the path.

Work at the Weymouth stretch is continuing but the five local authorities have been advised that the extent of the initial roll out in their areas will need to be



Government spending cuts have forced Natural England into a rethink over the plans

reduced in light of the cut in funding, although Natural England hopes that the availability of funding for a wider rollout of coastal access schemes will become

clearer following the government's spending review later in the year, but in the meantime is continuing with the project in the five pilot areas.

Cairngorm guided walks trial launches

Visitors are being given the chance to walk on the summit of Cairngorm Mountain – the UK's sixth highest peak – as part of a guided walk currently being trialled until 31 October.

Walk @ The Top offers a 90-minute guided walk following a circular route around the summit starting and ending at the Ptarmigan funicular railway station, with groups comprising up to 10 people.

It is the first time that visitors will have the chance to venture outside of the ski area, with Cairngorm providing a home to a range of plant and wildlife species not normally associated with the UK.



The summit is normally closed to walkers

Cairngorm Mountain Ltd has been granted permission to conduct the trial from Scottish Natural Heritage (SNH) and The Highland Council (THC), with the area protected under European and UK law.



IMAGE: PEAK AUTHORITY

The funding will help repair moors

European investment for Peak District moors

Damaged moors within the Peak District and South Pennine moors between Manchester and Sheffield are to be transformed using £5.5m worth of European Union funding.

The five-year MoorLIFE project aims to protect the Active Blanket Bog by restoring bare and eroding peat across an 8sq km (3.1sq mile) area within the South Pennines Special Area of Conservation and Special Protection Area.

Natural England chair Poul Christensen said: "One third of England's active blanket bog is found here in the Peak District, and it is encouraging to see the work that is going on to restore this vital part of the nation's natural infrastructure."

AM in Clwydian Range National Park call

Darren Millar, assembly member (AM) for Clwyd West, has urged the Welsh Assembly Government and Countryside Council for Wales to designate the Clwydian Range as a National Park.

The 35km (21.7-mile) chain of hills, which stretches from Prestatyn Hillside in the north to the Nant y Garth Pass to the south, has recently celebrated 25 years as an Area of Outstanding Natural Beauty.

However, Millar has called for further recognition for the range. He com-

mented: "There is no doubt in my mind that the Clwydian Range deserves to be designated as a National Park.

"With a unique landscape, biodiversity and archaeology, it is as special as other places which enjoy National Park status."

If a bid is successful, the Clwydian Range would become the fifth National Park in Wales, in addition to Snowdonia, the Pembrokeshire Coast and the Brecon Beacons. The most recent UK National Park designation was the South Downs.

Public Sector

DCMS to axe MLA; merge sports bodies

Sport England and UK Sport are to merge as part of a wider shake-up of the Department for Culture, Media and Sport's (DCMS) 55 arm's-length bodies.

The Museums, Libraries and Archives Council is set to be abolished along with the UK Film Council under the proposals, which were confirmed by culture secretary Jeremy Hunt on 26 July.

Hunt's proposals form part of the government's bid to reduce public expenditure and increase transparency, accountability and efficiency, with the functions of the axed bodies to be taken on by other organisations.

IMAGE: CONSERVATIVE PARTY / PAUL TOEMAN



Hunt announced the plans as part of a review into the DCMS' arm's-length bodies

Hunt said: "The government is committed to increasing the transparency and accountability of its public bodies, while at the same time reducing their number and cost. The changes I have proposed today would help us deliver fantastic culture, media and sport, while ensuring value for money for the public."

Leisure plans dealt NWDA funding blow

Leisure schemes across North West England have been dealt a blow after the regional development agency's budget was reduced by £52m.

The Northwest Regional Development Agency (NWDA) confirmed that uncommitted projects will not receive support in the current financial year, while no new commitments will be made in 2011-12.

Plans for the creation of a new National Football Museum at the Urbis Centre in Manchester; the Roman Maryport project in Cumbria; and Talbot Gateway in Blackpool are among the schemes that will not receive NWDA support.



Talbot Gateway will lose out on funding

Liverpool's Everyman and Playhouse theatres and the SportsCity major destination site in Manchester will also miss out on funding from the agency ahead of its planned dissolution in April 2012.

ACE publishes new consultation findings

Arts Council England (ACE) has published the findings of a consultation into its new 10-year strategic framework, which aims to guide investment priorities for the arts.

It follows the news earlier this summer that ACE is facing a £23m cut in its 2010-11 budget and has been forced to withdraw £9m from its historic reserves.

More than 2,500 people responses - received during the first four months of 2010 - have been analysed to provide an in-depth look at the sector's views.

Five goals have been outlined as part of the new strategy to help deliver a long-term vision for the arts industry, which included developing a sustainable sector.

Earlier this year, the government said ACE would have to save an additional £19m on top of a £4m in-year reduction announced in the April 2009 Budget.

However, the use of reserve funds means that cuts to the regularly-funded organisations' income from the council in 2010-11 will be limited to 0.5 per cent.



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Attractions

Sea City Museum approved

The £15m Sea City Museum project in Southampton has been given the go ahead by the city council, though the council will need to borrow millions to make up a funding shortfall.

The museum, which will feature two permanent exhibitions focusing on Southampton's Titanic story and the city's role as a gateway to the world, was given a £4.6m grant by Heritage Lottery Fund in March, but still needs an extra £10m.

The council had planned to sell £5m of prized artwork, but this idea was scrapped and it is now going to look towards individual donors and Hampshire County Council to make up the deficit.

John Hannides, cabinet member for leisure, culture and heritage, told the BBC: "The city council will have a look right across its portfolio of assets to see what



The project has received Lottery support

can be used to support the project. There are no plans to raise council tax or anything of that nature, this is about raising the funds from capital receipts."

Nickelodeon plans for Pleasure Beach

Kids entertainment brand Nickelodeon and the Pleasure Beach amusement park in Blackpool are to join forces in the development of the UK's first Nickelodeon-branded attraction.

Nickelodeon characters and shows will feature in more than 14 attractions covering 6 acres (2.4 hectares) at Pleasure Beach, with work on Nickelodeon Land due to begin in the autumn. A grand opening is planned for spring 2011.

Under the terms of the agreement, Nickelodeon will bring its characters, interactive shows, and signature green slime to Pleasure Beach, along with new



Nickelodeon is coming to Blackpool

rides, attractions, retail shops, games and food service establishments. All will be themed with characters including *SpongeBob SquarePants*, *Dora the Explorer* and *Avatar: The Last Airbender*.

UK museums generate '£1bn a year'

Britain's museums and galleries generated £1bn in revenue from overseas tourists in 2009, according to estimates by national tourism agency VisitBritain.

The figure comes from last year's *International Passenger Survey*, which included questions charting the activities undertaken by tourists while in the UK.

Of the 30 million inbound visits in 2009, around 7.7 million said they had visited a museum and a further 4.2 million had been to a gallery during their stay.

VisitBritain chief executive Sandie Dawe said: "This survey showcases the appeal of Britain's culture and heritage - where else could you see Grand Masters next to cutting edge installations, a Spitfire hanging next to a Dali?"

"Tourism is the golden thread running through the cultural sector, delivering the economic benefits of our world class culture and ensuring that these great works and museums continue to be appreciated," continued Dawe.

Merlin unveils new vision for Blackpool Tower

Visitor attractions operator Merlin Entertainments has unveiled plans for a major transformation of Blackpool Tower and Louis Tussauds waxworks.

Earlier this year, Blackpool Council completed the acquisition of the iconic tower, the Winter Gardens and the Golden Mile Centre in a bid to revitalise the Lancashire resort. The council then appointed Merlin to operate the attractions on its behalf.

Three of Merlin's global brands - Madame Tussauds, Dungeons and 'Eye' - will be arriving in Blackpool, with an Eye observation deck overlooking Blackpool promenade.

Elsewhere, a Madame Tussauds attraction is set to open in April 2011 and £200,000 has been invested in upgrading the resort's Sea Life centre.



IMAGE: TOURISM IRELAND/HOGER ELLERRE

Slieve League will receive funding

Funding boost for Irish tourist attractions

Irish tourism minister Mary Hanafin has revealed that around £190m is to be invested in upgrading and developing new tourist facilities across the country over the next six years.

Nearly €4m will be allocated through Fáilte Ireland's Tourism Capital Investment Programme, while nearly €2m will go towards an environmental management project led by Donegal County Council at Slieve League to improve the visitor experience and help protect the site.

Nearly €1.2m has been set aside to complete the development of the terminal building at Foynes Flying Boat Museum to improve access, as well as fitting out the control tower and adding a maritime component.

Hospitality

PM's support welcomed

The leisure industry has embraced Prime Minister David Cameron's pledge to place tourism "at the heart of plans to ensure the UK's economic recovery".

He said: "The last government underplayed our tourist industry. Tourism is a fiercely competitive market, requiring skills, talent, enterprise and a government that backs Britain. Tourism presents a huge economic opportunity."

The response to the PM's speech was universally positive, with the British Hospitality Association (BHA) and the Tourism Alliance among the associations to respond to Cameron's call.

"We are eager to take up David Cameron's challenge for the tourism industry," said Ufi Ibrahim, the chief executive of BHA. "It's completely refreshing to see the prime minister speak so enthusiastically of the value of the industry to the UK economy, and its potential future contribution. This is what the industry has been wanting to hear for many years."



Cameron pledged support for tourism

siastically of the value of the industry to the UK economy, and its potential future contribution. This is what the industry has been wanting to hear for many years."

May: 24-hour drinking culture has 'failed'

Home secretary Theresa May has announced plans to overhaul licensing legislation that could see local authorities handed more powers to help crack down on alcohol-related disorder.

A number of measures will be put to consultation as part of a bid to reform the Licensing Act, including the introduction of a fee for late-night licences and a ban on the sale of below-cost alcohol.

Other proposals include a limit on the number of Temporary Event Notices that can be applied for in a year and ensuring police and health concerns are considered when assessing license applications.



May has proposed changes to legislation

May said: "The benefits promised by the 24 hour drinking 'café culture' have failed to materialise and in its place we have seen an increase in the number of alcohol related incidents."

Clapham House Group receives takeover offer

AIM-listed restaurant operator Clapham House Group (CHG) has confirmed that it has received an offer for the company.

It is believed that the suitor is Capricorn Ventures, an investment vehicle for the Enthoven family which already holds 27 per cent of CHG's share. Capricorn also owns the Nando's chain of restaurants.

A CHG spokesperson said: "The board of Clapham House notes the recent movement in the company's share price and confirms that it has received an approach, which may or may not lead to an offer being made for the company."

CHG owns and operates the Real Greek and Gourmet Burger Kitchen brands and owns 58 UK restaurants.

London hoteliers continue to shine during July

London's hoteliers have seen occupancy levels for July increase by 3.1 per cent compared with the same period in 2009, according to figures from PKF Hotel Consultancy Services.

With occupancy reaching 92 per cent and room rate also increasing by 21.1 per cent compared with July 2009, the capital's hotels saw rooms yield grow by a quarter to £128.35.

Meanwhile, regional hoteliers saw a 0.3 per cent increase in room rate - the first year-on-year growth in 2010. Occupancy also grew by 4.7 per cent.

PKF partner Robert Barnard said: "The July figures for hoteliers across the UK are heartening. Demand continues to strengthen in London."

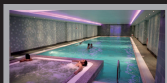
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Design news

From Leeds Arena to the Israel Museum, we check out some recent projects

Project	Navarino Dunes
Design	MKV
Location	Messinia, Greece

First phase of Costa Navarino complete

The first of four resorts that will make up the Costa Navarino development in south west Greece has been completed. Navarino Dunes features The Romanos hotel, a holiday village, conference centre, golf and spa, all designed by MKV.

MKV combined classic Greek architecture with contemporary furniture and fittings and local materials throughout the resort. The Romanos features 321 rooms and a huge lobby based on the nearby Palace of Nestor. An art historian curated the hotel's artwork, selecting young, Greek artists.



The vast lobby at Navarino Dunes overlooks the sea



The work took more than a decade to complete

Project	Marshall Street Baths
Design	Marshall Street Regeneration
Location	London UK

Iconic London baths reopen

Marshall Street Baths in Soho, London, has reopened, following the completion of a £25m renovation project led by Westminster City Council (WCC).

The historic 160-year-old baths, which have been shut for more than 10 years, have undergone work to restore the original Sicilian marble-lined pool and Swedish marble walls.

A new purpose-built leisure centre has also been created at the site, with new fitness suites, a sauna and health suite and dance studios among the new facilities at the venue.



The three new treehouses use groundsource heating

Project	Treehouses at Center Parcs
Design	Center Parcs in-house designers
Location	Sherwood Forest, UK

Center Parcs introduces treehouses

Center Parcs Sherwood Forest has launched three new treehouses, available for hire from 2011. The luxury two storey treehouses feature four bedrooms, all with en-suite bathrooms and private balconies, an open plan kitchen, dining and living area, a separate games and entertainment room, a den, a sauna and a private hot tub.

The treehouses have been designed in a simple, rustic style using chesnut brown to blend in with the surrounding woodland. They meet an A standard energy efficiency rating.



The guestrooms feature 1930s period details alongside modern technology

Project	Fairmont Peace Hotel
Design	Hirsch Bedner Associates
Location	Shanghai, China

Historic Shanghai hotel relaunches

Following its closure in 2007 and a major refurbishment, the Fairmont Peace Hotel opened at the end of July in Shanghai in China.

The refurbished hotel is a joint project between Jin Jiang Hotels International and Fairmont Hotels & Resorts. It features 270 rooms and a total of six restaurants and lounges. A new extension houses a sky-lit pool and the Willow Stream Spa.

The hotel opened in 1929 and was known as one of China's top hotels. Architects Hirsch Bedner Associates worked with a team of historians to restore its art deco heritage.



The revamped Israel Museum reopened in July

Project	Israel Museum
Design	James Carpenter Design Associates/Efrat Kowalsky Architects
Location	Jerusalem, Israel

Jerusalem museum reopens

The Israel Museum in Jerusalem has reopened following a three-year, US\$100m (£64.5m) redevelopment programme involving new galleries and public spaces.

Led by James Carpenter Design Associates of New York and Efrat-Kowalsky Architects of Tel Aviv, the project also included the renovation and reconfiguration of the museum's three collection wings. The redevelopment work, which started in June 2007, has doubled the museum's gallery space and increased its footprint by around 15 percent.

PHOTO: POPULOUS



The design includes colour-changing lighting

Project	Leeds Arena
Design	Populous
Location	Leeds, UK

New Leeds Arena images unveiled

New images of the proposed exterior of Leeds Arena have been unveiled. The 13,500-capacity arena has been designed by Populous, also responsible for venues including the Emirates stadium and O2 Arenas in London, Dublin and Berlin.

The multi-purpose arena has been designed so that no seat is more than 68m from the centre of the stage - compared with 90m to 95m at most conventional arenas.

Leeds Arena will be the focal point of the regeneration of the city centre. It will include a new public space. ●

GEOFFREY BABER

Geoffrey Baber co-founded the Holiday Property Bond in 1983, turning traditional timeshare on its head and offering investors flexible holidays, as well as a financial interest in a broad portfolio. Kath Hudson finds out more

When did you set up Holiday Property Bond and what was the background to its formation?

I co-founded the company, with Robert Boyce, in 1983. Boyce and I wanted to create a club that bought holiday properties, which the members would own a share of and which they could use to take their own holidays in. We also wanted the members to be able to sell up if they wanted to and not be tied to one property.

When we got down to the nitty gritty, we discovered the only way we could market this was through the aegis of a life assurance bond, because under the Prevention of Frauds Act, the only way you can market a property-based collective investment is through a bond. In 1982, we found a Life Assurance Company and a bank trustee to hold the assets. We launched the Holiday Property Bond in 1983.

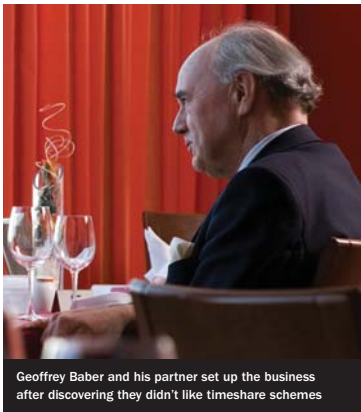
How has the company changed since you started?

The company has matured and developed, but it hasn't fundamentally changed since its launch.

Could you describe the concept and how it works?

People can invest a minimum of £4,000 and receive one holiday point per £1. Then they look at a chart with the sites and properties and see how much they can get for their holiday points. Obviously, a four-bedroom villa in August will use up more points than a two-bed apartment in the winter.

People can top up their investment at any time to get more points. The average investment is £11,500. For this, bondholders could book a week in a two-bedroom apartment in August in a Country Club in Mallorca, with a user charge of £389. Alternatively they could book two



Geoffrey Baber and his partner set up the business after discovering they didn't like timeshare schemes

weeks in March in a one-bedroom cottage in a castle in Pembrokeshire with a user charge of £202 per week.

What charges are there?

There's a maintenance fee of £25 per quarter and a user charge, which varies depending on the property.

How do you prevent block bookings?

We find that this doesn't happen. The properties are booked on a first come, first served basis. At the moment, because of the weak pound and increased cost of travel, we're finding that there is high demand for our UK properties, so we're currently focusing our efforts on increasing the choice of properties at home.

What makes it different to timeshare?

It's a unit linked fund, which has a value and is authorised by the Financial Services Authority. People can encash whenever they want to and they don't have to join an organisation like RCI to go to different properties. Also, it's cheaper and better value.

It's an investment, which can be bequeathed, but people tend to use it for holidays, rather than as an investment. Encashment each year is 1.25 per cent, which is very low.

HOW IT WORKS

The bond is a life assurance bond investing, after initial charges, in properties and securities. Properties are booked for a no profit 'user charge' and points issued with the bond. There is a quarterly fee of around £25 including VAT linked to RPI, with all other management fees paid from securities. Investment is from £4,000. Encashment may be made under the terms of the 'Holiday Satisfaction Guaranteed' offer. Otherwise members may encash after two years at a value linked to that of the properties and securities, but they may not see a profit and may incur a loss because of initial charges and fluctuations in asset values. In exceptional circumstances encashment may be deferred for up to 12 months. No medical examination is required.



The Holiday Property Bond portfolio includes St Brides Castle in Pembrokeshire (top); cliff-top villas in Madeira (right); and the historic Blore Hall in the Peak District (left)



Who is your target member?

The average new client is a professional in their sixties, who could afford to buy their own holiday property, but likes the flexibility that the bond offers.

How do you find your members?

Nearly 60 per cent are referrals. We also advertise in *The Times* and *Telegraph* supplements and other magazines.

How big is the company now?

We have 39,000 members and employ around 1,000 people. We have a portfolio of 1,335 properties, which we own. We also have a rental programme of 300 privately-owned properties that members can rent.

Sixty-five per cent of our assets are in property. These are valued each year by Humberts, so members know how much their investment's worth.

The property portfolio is valued at £206m.

What challenges did you encounter in setting up the business?

We launched in 1983 and took £280,000 in the first year. We now take double that in a week. Things were slow in the beginning – it was a difficult sell because we had to make

sales before we could buy the properties, so initially there was nowhere for our members to holiday!

It took five years for the company to make a profit. It was a hard grind, but also good fun. We always had faith that it would work. Initially we bought properties in other developments, now we tend to build our own.

We've met challenges through regulation and various recessions, but it's proved itself to be a recession-proof business: we're already 25 per cent up on last year.

Why do you think it's recession proof?

The initial investment is not a huge amount of money and HPB guarantees rent-free holidays.

How many properties are you currently developing?

We're building a 54-unit site in the Lake District, near Grange-over-Sands in Cumbria, Merlewood. It will have a mix of leisure facilities, including an indoor swimming pool, bowling green and tennis courts.

How do you finance the expansion?

Every year we make fairly conservative forecasts of the sales. We also forecast the encashments and then create a budget for new properties. We don't have bank overdrafts,

The company has properties throughout Europe, including ski chalets in Austria



"Things were slow in the beginning - we had to make sales before we could buy the properties, so initially there was nowhere for our members to holiday!"

because it's unnecessary - it adds to the cost, which then makes it more expensive for the client. This way we have no unnecessary risk.

What's the property criteria?

We have all types of properties including cottages, villas, ski chalets in Austria, a French chateau and a Tuscan palazzo. Typically, our developments will comprise a number of two, three and four bedroom units. Our smallest site has 11 units and the largest 105.

As they indirectly own the properties, we frequently ballot members to find out where they'd like us to build or acquire properties. We're property developers, so we look for properties in bad order, in a good location. Because we build holiday properties, rather than residential, we can get permission to build in Areas of Outstanding Natural Beauty.

We're always looking to create something with the wow factor and consistently raise standards. We develop the sites with a view to making them as comfortable as possible and don't look too closely at the costs involved.

The location is of paramount importance. It's a great cliché when talking about property, but it's true.

How can the company be developed in the future?

We're focusing on the UK, rather than Europe, and we'd like to expand the hotels division, as some of our older members are less keen on self-catering. HPB already owns two small hotels and I anticipate the next will be in Eastbourne.

Where are your properties?

In the UK, they're in six national parks: the Peak District, the Lake District, the Yorkshire Dales, Yorkshire Moors, Pembrokeshire and Trossachs. We also have sites in Norfolk, the Cotswolds, Cornwall, Anglesey, Isle of Purbeck,

South Dorset, Ludlow and Kent. Overseas we're in France, Austria, Italy, Spain, Portugal, Madeira, Canaries, Majorca, La Gomera, Turkey and Lanzarote.

Was this your first experience of the leisure industry?

Before setting this up, myself and Robert Boyce set up the Villa Owners Club in 1981, which was a timeshare scheme. We decided we didn't like timeshare and gave people back their deposits. Prior to that, I was in publishing.

What has been the high point of your career?

There haven't been dramatic peaks or troughs, but it has been satisfying to create a recession-proof business. We never thought it would grow to the size it now is.

How big would you like it to grow?

There's no limit to the future size of the bond.

What is the best part of your job?

I've always been involved with developing properties and really enjoy this aspect of the business.

Which development are you most proud of and why?

Encosta Cabo Girao in Madeira is a fantastic site overlooking the sea, with magnificent views.

But, to be honest, the site I'm working on is always my favourite at the time and I'm equally proud of all of them.

What's the best piece of advice you've ever received?

Focus on the nuts and bolts of your business. ●

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FRED TUROK

The founder of LA Fitness tells Magali Robathan how his charity is helping jobless young people find work in the fitness industry as well as improving health in deprived communities

As Fred Turok arrives at LA Fitness Piccadilly in London, he spots a young man arriving for work at the gym.

"Look at you!" Turok says, squeezing the young man's biceps. "Muscleman! You look fantastic. Good on you.

"That was one of the kids from the Transforming a Generation pilot," Turok says to me later. "He was a disillusioned, angry, unemployed young man. Now he's in full-time employment with LA Fitness, he works hard, he's doing well, he looks the business. That's what it's all about."

Transforming a Generation (TAG) is the charity set up by Turok, the founder of LA Fitness and chair of the Fitness Industry Association. Its aims are to provide employment in the health and fitness industry for 18-24-year-olds not

in employment, education or training (NEETs).

"There are around one million NEETs in this country, costing taxpayers

in the region of £16bn," says Turok.

"The spin off from being a NEET is increased drugs, violence, gangs and crime. This is a massive problem."

TAG starts from a philosophy that these young people have huge potential, but are being held back by their background, lack of education and a sense of alienation. With the right support, Turok and his team believe, they can fulfil their potential and become hard-working members of society.

The TAG programme consists of six weeks of training, delivered

by Lifetime, providing participants with the technical skills needed to achieve a REPs (Register of Exercise Professionals) Level 2 qualification in fitness instructing. Each student has a dedicated mentor, and is also taught the soft skills necessary to get a job. They then undergo a five month work placement at a local health club, and are supported and mentored for a further six months on their journey to employment or further education.

Health and fitness employers currently supporting the scheme include LA Fitness, David Lloyd Leisure, DC Leisure, GLL and Fitness First.

By the end of September, 900 young people will have been placed in full time employment as a result of TAG, and Turok is confident that a total of 2,000 will have found full time work by April 2011. The longer term target is to deliver 10,000 NEETs into full time employment within three years.

"TAG works to solve three problems," explains Turok. "Firstly it gives NEETs the possibility of a career in an industry that many of them are interested



(Left) Turok speaks to a group of TAG students. "They need a lot of praise and encouragement," he says



The TAG programme includes learning modules on exercise, fitness and physiology, a focus on workplace behaviour and interpersonal skills and a work placement in a health and fitness club

in working in, because they tend to be quite physical and active people.

"The second issue is the health of the nation. We know that health in deprived communities tends to be very poor. These young people can act as ambassadors and help people in their communities to understand the benefits of exercise and healthy living.

"The third issue is the UK's massive unemployment problem."

BIRTH OF AN IDEA

Turok was born in Cape Town. He grew up in South Africa, where his parents were imprisoned in 1964 for being ANC members – his father was in prison with Nelson Mandela. In 1967 the family was forced to leave South Africa and move to the UK.

Turok's upbringing instilled in him a desire to help others, and he is involved in a number of charities, including the African Institute for Mathematical Sciences, which he helped to launch in order to promote maths and science across Africa.

"I come from a South African, equal equality background and my family has always been involved in helping deprived communities," says Turok. "I also come from a country where unemployment, youth crime and violence are a substantial problem."

Turok is dyslexic, and struggled at school. "I was expelled aged 15," he says. "I have a dreadful record. My experience with education helps me understand the problems faced by NEETs. The education system has let these young people down."

While his upbringing sowed the seeds for TAG, it was really born as a result of a challenge set by Turok's wife. "We were talking about two of my friend's children, who were unemployed and had no qualifications," he explains. "My wife, Sue, said: 'Come on, you've got this big company, you work in the health and fitness industry, both of these kids are good at sport. Surely there's something you can do.'"

Of course, it's Turok's commercial success with LA Fitness that really enabled him to progress with TAG. He started his career as a PE teacher, moving on to work for David Lloyd as a swimming coach, before buying his first health club in London's Victoria. In 1990, he teamed up with Jeremy Taylor and David Turner, and together they formed the LA Fitness brand in 1996. Just a year later they had joined the UK's top 10 health and fitness operators, and today the group has 80 clubs across the country.

"I've been lucky enough to be successful in my commercial career,



which has given me the opportunity to enjoy my passion of helping underprivileged people," says Turok.

In 2008, Turok and "a couple of other philanthropists" funded a pilot in West London to test the TAG model. They formed a relationship with community leader Shaun Bailey, who helped them identify 15 local youngsters he thought would be right for the scheme. At the end of the six months, 70 per cent of the participants were placed into full-time employment and the pilot was declared a success.

The next stage was getting health and fitness operators on board, to offer the students work experience and hopefully paid employment at the end of the course. This part, says Turok, was relatively easy.

"The proposition is a pretty compelling one for an employer," he says. "We tell them, we'll find the young peo-

TUROK ON LA FITNESS

LA Fitness last year announced that it had earmarked £30m for a comprehensive refurbishment of its 80 clubs.

Chief executive Martin Long announced that he wanted to reposition the LA Fitness brand, with a focus on tackling retention issues.

Measures introduced to encourage members to stay include personalised training plans, a 30 minute review every 12 weeks and the launch of a customer relationship management programme aimed at helping staff develop an ongoing relationship with members.

"It's going very well," says Turok. "We have a great team, and a great chief



executive. The key focus for LA Fitness at the moment is about interfacing with the people that matter – our customers – and making sure our teams are motivated to want to help them. It's

LA Fitness exited the Stock Exchange in 2005, teaming up with MidOcean Partners

not just providing facilities – a space rental service – it's about providing the means by which people can deliver results.

"Whether it's TAG or LA Fitness, it's the philosophy I've had all my life. You've got to focus on the outcomes of what you want to achieve, rather than the inputs.

The outcomes for TAG are about sustainable, long-term employment, and for LA Fitness it's about good retention rates, with members achieving their goals and objectives."

ple and train them for you, free of charge. We'll provide the necessary soft skills, so they understand what it is to be managed and the importance of being smart and on time. And we'll employ and mentor these students for five months, while they work in your organisation, giving you the opportunity to develop and manage them.

"All we ask for is a commitment that, if you have a job position, and they are good enough, you will employ them."

Getting a job in a health club is just one of the 'exit routes' for those taking part in TAG. Others include further study, setting up their own business, doing voluntary sector work and working within a sporting organisation.

FINDING THE RIGHT PEOPLE

One of the challenges of the project is finding the young people that will benefit most from the scheme. To this end, TAG has partnered with Jobcentre Plus, which identifies suitable young NEETs. The team at TAG then carries out a rigorous interview process.

"We're looking for people who are motivated to change their lives," says Turok. We're also looking for people with some sort of stability in their lives, and someone – whether that's a partner, parent or community leader – who is prepared to support them.

"Most of the time they are just distressed young people with very little

money, looking for some direction, guidance, leadership and opportunity.

"Qualifications are a non-issue and we regularly take on young people who have criminal records."

FUNDING WORRIES

So far TAG has been funded by the Department for Work and Pensions' Future Jobs Fund. However the government announced in June that the Future Jobs Fund was going to be axed as part of cutbacks.

"I'm not too worried," says Turok. "My understanding is that while the Future Jobs Fund is being terminated in April 2011, there will be a new scheme to take its place. There will be less money available, but the government has given a commitment that there will be enough funding to enable TAG to achieve its objectives. I'm confident that we will be able to continue the work we are doing."

The cost of the programme is £6,500 per student, but Turok says that the return on investment is 23 per cent in the first year and 124 per cent by the third year. This is calculated based on the income tax paid by students in employment and on savings in benefits. "As well as this return on investment, the spin off benefits include reduced gun crime, knife crime and drug crime and less claims on the Department of Health," says Turok.

The aims for TAG over the next 12 months are to achieve the target of 2,000 students in full-time education by April, to continue to grow the brand and to attract more partners.

"I'm looking for new partners and so the opportunity for our industry to get involved is there," says Turok. "For anyone who's interested I say, come and see us. Let's talk."

The team is also working on developing new models. A pilot is underway which will see TAG graduates teaching children as part of after-school and holiday clubs, and the idea of getting graduates to run free exercise classes in local parks is being discussed.

In the longer term, Turok would like to see the TAG model rolled out to other industries. "It's not just about health and fitness," he says. "The beauty of the TAG model is that it could be replicated anywhere. We're talking to the leisure, retail and hospitality sectors at the moment."

For Turok, seeing the students' development is hugely rewarding.

"It's very emotional seeing these kids doing so well," he says.

"They come from deprived and sometimes abusive backgrounds, they might be involved with drugs and gangs.

When they come to us they are scared all of the time. Suddenly they have the opportunity to be a real part of society. It's just fantastic to see." ●

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JOHN PENROSE

How have your first few months with the DCMS gone?

As the new boy on the team, I've had lots of homework to do – so plenty of reading and meetings with key players in the tourism industry. When the Prime Minister appointed me as the dedicated minister for tourism and heritage, he asked me to draw up a comprehensive new tourism strategy. So, I'm currently busily working on getting that done for the autumn.

What are the UK's strongest and weakest points as a tourist destination?

The strengths are easy – Britain's heritage, history, arts and culture. I've seen so much of all this on my regional tour. There's an abundance of heritage and culture up and down the length of Britain – from the Albert Docks in Liverpool to Bath's outstanding Roman ruins, and from the world-renowned York Minster to the stunning architecture of the British Museum. I was so impressed by what I saw.

So it's clear that our arts and culture charm millions of overseas visitors each year. We need to make the most of these attractions and use the Olympics as an opportunity to showcase everything we have to offer.

And the weaknesses? Well I'm afraid I can't fix the weather but, apart from that, we've got to deal with perceptions of the UK being an expensive place to visit and, amazingly, a belief that we aren't particularly strong on beautiful countryside and gorgeous scenery. Other than that, visas need to be more conveniently available and, worryingly, some potential visitors expect us to be a bit cold and unwelcoming. So there's plenty to get our teeth into.

The new tourism minister tells Magali Robathan about the £1bn Olympic PR fund, plans for boosting domestic tourism and the effects of the funding cuts

What are the biggest challenges facing the UK's tourism industry at the moment?

There are challenging times ahead for the economy as a whole and, in particular, the tourism and hospitality sector.

Last year the number of overseas visitors fell by two million, and VisitBritain has forecast a further decline of 0.7 per cent for this year. That's counterbalanced by a strong rise in domestic tourism, of course, but we face some fierce competition from emerging tourist destinations too.

We also want to achieve a real boost in British domestic tourism and there has to be enough of an incentive at local level to develop destinations and build local economies. The new Local Enterprise Partnerships will allow local people and local entrepreneurs to take more responsibility and control over how local tourism is developed.

Tourism can be a key driver for rebalancing local and national economies. I see the government's role to set direction, create the right framework, and provide the support that will allow the sector to achieve its fullest potential.

What are your plans for boosting domestic tourism?

I recently set a challenge to the British tourism industry, to increase the proportion of tourism expenditure by UK residents on holidaying at home. I want to see an increase to 50 per cent, from 36 per cent today, which would deliver



PHOTO: WWW.BRITANNIAVIEW.CO.UK



In his recent speech on tourism, David Cameron said that perceptions of Britain must be improved ahead of the 2012 Olympics (above). He also called for a focus on national parks (right)

a much-needed economic boost and thousands of new job opportunities right across the country.

According to research by VisitEngland more than half of people described their domestic holiday as better than expected, and 8 out of 10 rated their experience as very good or excellent. Almost half said that beyond 2010 they expect to take more breaks at home than they did in the past.

Another key issue for me is the volume and complexity of regulation which can damage UK competitiveness. Government has announced that it will reduce regulatory costs by introducing a one-in-one-out system for new regulations – a policy which I'm delighted to see, because I invented it while we were in opposition! Now we need to make sure the new approach applies strongly to the tourism and hospitality sector as well.

How do you plan to ensure that the 2012 Olympics leaves a great tourism legacy for the UK?

We have the opportunity to showcase the best that Britain has to offer. This once-in-a-lifetime event will generate more than £2bn in legacy benefit for the tourism economy. The Games are a chance to put the country on the global stage.



Already tourism is our fifth biggest industry – employing around 1.5 million people and making an economic contribution of around £115bn each year. We're the sixth most visited country in the world – some 30 million international tourists arrive on these shores each year spending a total of nearly £90bn. It's been estimated that UK-wide, visitors will spend more than 32 million extra nights in this country as a result of the Games. My role is to help culture secretary Jeremy Hunt deliver on this key priority, and to develop an overall strategy to cover the other challenges and opportunities facing the tourism sector which dovetails with it too.

What feedback have you had about the planned £1bn PR and marketing fund for the Olympics?

I've been working hard with the industry to get the initial plans in place to make this happen. The generation of PR activity is at the heart of the Games opportunity and will help drive inbound tourism. We believe the industry will rec-



ognise the fund is an effective use of funding, because it will create a lasting legacy for the tourism industry providing beneficial returns for years.

We're just starting to send out initial invitations about this, working with VisitBritain to get it all underway. Of course, the fund must work with the limited resources available. We must work with private sector partners, both to build up the fund and work out the most cost-effective way to spend it. We're very hopeful that the industry will react positively – there's plenty in it for anyone who wants to participate – and our initial conversations have been promising, but it's still early days.

How will the recently-announced DCMS redundancies affect the tourism industry?

As part of the spending review process we are looking at how we would make cuts of varying levels – both in grants to our sponsored bodies and our own core departmental budget. We're trying to make sure we protect the front line at every stage – and promoting the largest sector of our economy clearly qualifies as 'front line' – but, of course, we've got to cut our cloth to fit.

No-one likes having to trim organisations, but we clearly can't spend money we haven't got. At this stage, no final decisions have been taken about the cuts; I'm afraid we've all got to wait until the Spending Review is finished for that.

The World Travel and Tourism Council has argued that these redundancies could slow growth in tourism. How do you respond to this?

I understand their worries but, given the problems in Greece and elsewhere, where do they propose we find the extra money? And while I'm always happy to explain why I think the tourism industry is special, I suspect we'd have our work cut out to convince the rest of the country that tourism should be exempted from the cuts when the rest of government is rightly being expected to stop spending money we simply haven't got. Over the last two years, private sector companies in the tourism industry have

Bristol-based Angus Meek Architect is responsible for the redesign of Weston's Grand Pier

already had to face the painful reality of matching their overheads to their sales revenues; I suspect they'd be outraged if the public sector wasn't expected to do the same.

How can tourism thrive in the current culture of funding cuts?

We have to make the most of what we've got. I understand the challenges and the importance of the tourism sector, but during my regional tours the industry has been telling me that our marketing can be dramatically improved in many areas. Frankly, they reckon that too much of it is wasted at the moment, so it looks as though we may be able to do more with less, as the saying goes.

What does the reopening of Weston Pier mean for the town? And what does it mean for you as MP for Weston Super Mare?

It's brilliant. The pier is an iconic and much-loved part of Weston's seafront and the entire town is behind the owners, Kerry and Michelle Michael. The new design by Angus Meek Architects is fantastic and should prove that piers can be bang up to date 21st century attractions rather than quaint 19th century relics instead. The new pier will bring new jobs and tourists into the town and inject a bit of magic back into the seafront which, incidentally, is being completely rebuilt to match. If your readers think they know Weston, I think they'll need to have another look – the place is buzzing and starting to grow fast!

What are your plans over the next few months? And the longer term?

Well over the summer I have been reflecting on my tour of the country and working hard to get the tourism strategy in place ready for the autumn.

I will continue to work with all parts of the tourism industry to address my key priorities: How do we raise the profile of domestic tourism? And how do we improve the quality of the services the UK has to offer? ●

The forthcoming budget cuts bring a need for local authorities to review the provision of leisure facilities. The full extent of the savings will be clearer after 20 October but we are all anticipating cuts of between 25 per cent and 40 per cent over four years.

The challenges for local authorities are clear. They include the £10bn required to refurbish and maintain ageing local authority sports facilities; the fact that grant funding opportunities are few and far between; and the fact that leisure is a discretionary service and could be a 'soft target' for councils considering cuts.

It's easy to view the outlook as overwhelmingly negative. On the other hand, these cuts could provide the catalyst for facing up to long-standing challenges and taking bold decisions that have too often been deferred in the past.

In this article, I'll look at three potential approaches that could secure financial savings, protect and improve services.

RATIONALISATION

Politically, rationalisation is often the most challenging option. In the past we've seen many authorities take the easier short-term option by completing 'sticking plaster' refurbishments or replacing individual facilities on a piecemeal basis.

Campaigns to oppose the closure of much loved but costly local facilities are often passionate, and elected members can feel obliged to focus on the needs of their own constituents rather than taking a more strategic view. In the long term, this can lead to additional revenue and capital costs and disruption of services to users.

Where two or more facilities are outdated, in poor condition and perhaps located in the wrong area, local authorities



WHEN LESS CAN BE MORE

Now is the time for local authorities to protect ageing leisure facilities. Doing nothing is no longer an option, says Capita Symonds' Tom Pinnington

should consider rationalising provision. New high quality facilities can be provided and sites that are no longer needed released to raise funding.

There are an increasing number of examples where rationalisation has led to significantly improved revenue performance coupled with an increase in participation. This approach was highlighted in the CCPR's report *Facilities Inquiry*, which included the much publicised case study of Rotherham MBC. This saw the council reduce its portfolio of 12 pools to four through a combination of upgrades and new builds, in partnership with DC Leisure. The results are higher quality facilities placed in better strategic locations, high utilisation of the new pools and more financially sustainable facilities.

CO-LOCATION OF FACILITIES

Sport England has been championing the benefits of co-location through the development of Sustainable Community Sports Hubs over the last few years. The wider Total Place agenda added further weight to the promotion of co-located facilities.

The overall aim of these models is to deliver more financially

sustainable community facilities, with little or no requirement for subsidy from local authorities. This relies on establishing complementary partnerships with a range of organisations, creating a single 'hub' site with a range of activities where the occupiers can all benefit from economies of scale and cross-fertilisation of activities.

RECONSIDERING THE FACILITY MIX

Given the added focus on cost savings, a further option is for local authorities to take a more commercial view of facility development. For instance, when investigating the options for new build or refurbishment, the facility mix should be focused more on generating positive revenue.

Why step aside and let the commercial sector take advantage of this revenue potential when this could be secured for the benefit of the local authority? Furthermore the quality of many recently opened local authority facilities surpasses those of existing commercial operators, helping to attract members (and revenue) back to the public sector.

Refurbishment or new builds that generate a positive net revenue stream can be used to access capital funding, via prudential borrowing, investment by a management operator or from funding partners who can access commercial funding at increasingly competitive rates.

SUMMARY

There are opportunities to make significant savings, while also increasing the quality of facilities and participation.

The challenge for local authority leisure is to take positive steps to investigate and exploit these opportunities. The focus on cost cutting should be seen as an opportunity and catalyst to bold decision making. Doing nothing is simply not an option. ●

Contact: tom.pinnington@capita.co.uk

RECONSIDERING THE FACILITY MIX CASE STUDY

In 2008, trust operator Thanet Leisure Force and Thanet District Council agreed that there could be service benefits and revenue savings if modifications were made to the Hartsdown Leisure Centre in Margate. In conjunction with Alliance Leisure, a scheme was developed to reduce the underused eight court hall to a four court hall and convert the other four courts to include a vastly improved fitness facility, two studios, a new soft play area and

improvements to front of house facilities.

Overall, the scheme cost £1.6m and is being funded over 10 years, utilising Alliance Leisure's turnkey finance solution. The projections, which are already looking as though they will be over-achieved, showed a surplus of c£150,000 per annum after funding costs have been met. As a consequence the development is self-funding and is also expected to generate excess revenue for the trust and the council.

HENLEY HALEBROWN RORRISON

Despite tight finances and working with an existing building, Henley Halebrown Rorrison surpassed expectations by creating an award-winning arts centre for Goole in Yorkshire. Project architect Steve Lyman describes the project



The canopy provides a place to shelter (above left). Traditional cinema design is referenced with the red seating (above right)

What's the background to this project?

It took a long time to come to fruition; the client, Goole Town Council, had been working on it for 15 years. The aim was to replace Goole's existing theatre, in a converted chapel, which was far too small. They wanted to improve the facilities and expand the cultural role within the town.

When did you get involved?

We got involved in early 2005, when our client managed to secure a site and some of the funding. (The project has been jointly funded by Yorkshire Forward, East Riding of Yorkshire Council, Goole Town Council and Arts Council England). We became involved through a competition and were chosen because of our experience with theatre buildings and our enthusiasm for the project. It was obvious that it was going to be a tight job financially, but it seemed a really unusual combination of uses and we were taken, in turn, with the enthusiasm of the client.

What was your brief?

It was a pragmatic, multi-layered brief. As part of the funding, the council had to sell its offices and move into the building, so there had to be office and group meeting space and the council chamber. The cultural facilities had to include a flexible 170-seat auditorium for theatre, dance, Saturday night hops and cabaret; dance workshops, a cinema and a café bar. There also needed to be receptions for both the arts centre and the council and a space for constructing things like structures for Bonfire Night. Original plans for music studios and artists' studios had to be left out because of the finances.

What was on site before and how did this influence the design?

The site chosen had an existing building on it, which was a rather ugly 1980s portal-framed, crinkly tin-clad market hall, which was an annexe to the main Victorian market building. It has a prominent place in the town, on the pedestrian route linking the two shopping areas, and was a bit of an eyesore. We decided to use as much of the existing building as possible, so we have reused the slab, building footprint and the portal frame structure. These constraints did limit what we could do to some extent.

Can you describe the design?

As we were using an existing building and because of the tight finances, we didn't think we would be able to produce an iconic piece of architecture, so the idea was to exploit the simplicity of the building. It is, in effect, a building within a building, with the old shed filled by a lightweight steel and timber-framed structure. The canopy is polished gold stainless steel soffit, the gold referencing traditional cinema design. It slopes towards the entrance and acts as a place to shelter. We used anthracite-coloured cladding and natural ply panelling below the brim.

Inside, we also used visual elements from traditional theatre buildings, including a red and green colour scheme.

What was the inspiration?

Our scheme was guided by the site, the existing building, the finances and the brief. We wanted to use the building to enhance the public space outside as much as inside and link the two shopping spaces, which we have achieved.



The centre has been built on the site of an old market shed and has reused the structural skeleton of the previous building

What research did you have to do?

Most of the research was technical, as there were a lot of parameters to meet. For example, we needed a hefty acoustic rating to make sure sound leakage wouldn't be a problem.

What has been the reaction to it?

So far it has been phenomenally successful, selling more tickets in the first week than the former theatre sold in a year.

The client and contractor worked hard to keep the local community involved all the way along, with webcams, Facebook updates, school competitions to decorate the hoardings, open days, and Easter egg hunts.

What is your favourite part of the building?

There isn't one particular thing, it's very much the whole building. I like the spatial integration and the open space at the end of the building, which could potentially be used as an outside performance area, with the doors to the performance workshop acting as a proscenium. And the canopy really is spectacular.

The design has won architecture awards from RIBA and RICS. What makes it award-winning?

We were quite surprised to win these awards, solely because it's a small scale project compared to the majority of built schemes which receive awards.

Having said that, when I see it now it is a very dominant building and it works extremely well.

THE JUNCTION

The Junction was officially opened in November 2009.

The new building houses an auditorium, seating up to 170 people, with facilities for cinema and theatre. The building also contains a spacious workshop, a community room and office space for the council and Junction staff, as well as the Walkway Café.

It was built with funding and support from Yorkshire Forward, Goole Town Council, Arts Council England and East Riding of Yorkshire Council, and replaces the now defunct Gate arts centre in Goole.

This summer it won both a Royal Institute of British Architects (RIBA) award and a Royal Institute of Chartered Surveyors (RICS) award.

What environmentally-friendly measures were incorporated?

It meets BREEAM 'very good' requirements. Because of the constraints of working with the existing building we couldn't get an 'excellent' rating. Virtually everything in the construction materials is VOC-free and as green as we could get.

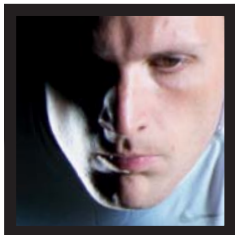
We used timber load-bearing partitions, so we didn't have to excavate through slabs and use concrete. After a consultant's report, we decided against grey-water harvesting, solar panels or wind because there would have been very little gain with using them during operating hours.

What else are you working on?

We are working on the reuse of an existing building into a private cinema in Barnes and we are commencing work on our 2008 masterplan for Roehampton University with improvements to the campus public realm. ●

As Westminster Council announces the creation of a flagship parkour facility, the director of NGB Parkour UK tells Magali Robathan how the urban sport can help combat obesity and boost confidence

RUNNING FREE



Dan Edwardes, director, Parkour UK

WHAT IS PARKOUR?

Parkour is a training discipline based on moving over terrain with just your body. It involves running, jumping and climbing. The aim is generally to get from one point to another safely, efficiently and gracefully. It's about physical completeness, about being strong, fit, fast and dynamic, and being able to go anywhere you want. With that comes the accompanying philosophy of being free – both physically and mentally – because parkour requires a lot of mental strength in order to overcome fear and inhibitions.



Participants develop a kind of freedom of mind. You start realising that things you saw as obstacles are no longer obstacles; they become stepping stones that you can use to get where you want to go. It gives you a liberating view of the world.

WHAT IS THE HISTORY OF PARKOUR IN THE UK?

Parkour was started in France about 20 years ago by a group of guys who called themselves the Yamakasi. The sport became well known outside of France through a 2001 Luc Besson movie about the Yamakasi group.

In 2002 the BBC ran a trailer featuring David Belle, one of the sport's



"Many young people like the fact that parkour is not competitive or team based. It can really help them to develop as individuals"

PARKOUR UK

founders. The Channel Four documentaries *Jump London* and *Jump Britain* came out in 2003 and 2005, and really launched the sport outside of France on a big scale.

The first practitioners in the UK were people who'd found out about Parkour through other means – there were literally a handful of us. We were looking for knowledge and new ways to train, and started communicating with some of the French founders. People started setting up internet forums to meet up and practice together, and the parkour community began to grow that way.

After *Jump London* and *Jump Britain* these forums were suddenly inundated with people wanting to find out more

National governing body Parkour UK (PKUK) was established in 2009. It is a not for profit organisation responsible for all the administration, development and promotion of the discipline of parkour in the UK. Parkour UK officially became a member of Skills Active in July 2010 and it is also a member of the Central Council for Physical Recreation (CCPR).

This vision is fuelled by a team of full-time practitioners of the sport and part-time volunteers who share a passion for parkour, and who have been instrumental in introducing the regular teaching of the sport in schools and

local authorities around the country over the last four years.

Parkour UK is in charge of the administration of the ADAPT (Art du Déplacement and Parkour Teaching) Qualification programme, which has been developed with 1st4sport Qualifications, the awarding body for active learning and leisure. The new parkour qualifications have been accredited by QCA and Ofqual.

The 1st4Sport ADAPT Level One instructor qualification course launched in London in January 2010. The Level Two instructor qualification launched in summer 2010.

and to practice the sport. It was pretty chaotic until about 2005, when the first organised classes were launched in London by Parkour Generations, an organisation dedicated to teaching the sport worldwide. Some of the French founders came over to the UK to teach parkour the original way, and that's how it started growing properly.

The first classes took place outdoors, then Westminster Council and a couple of other councils got wind of the idea and thought it could be a good way to engage young people in exercise. They asked parkour instructors to teach the sport [in leisure centres] and then in schools, and it started to blossom from there. Once the councils had got behind it, it really started to gain momentum.

WHAT DOES PARKOUR OFFER PARTICIPANTS?

It has great physical benefits – it helps people lose weight and become strong. It's a very natural, holistic type of training. Young people move around and play in this manner anyway, so it's

a way of focusing their natural desire to explore their surroundings.

It also has mental benefits. Because you start to do things you didn't think were possible, you develop confidence and an improved sense of self. You realise that your potential is much more than you thought.

A lot of the young people who get involved in the parkour classes in schools aren't that confident, and are often not that into team sports. They come to parkour, which is not competitive or team based and is very much about self-improvement, and they like that. They begin to see they have a physicality, which they may not have explored, and their confidence starts to skyrocket. It can really help them to develop as individuals.

WHAT ARE THE AIMS OF PARKOUR UK?

Parkour UK came about as a result of all the mainstream attention. The UK sporting statutory boards saw how popular parkour was and wanted to see some sort of national governing

body in place to regulate the coaching of the sport as well as the development and promotion of it.

A few of the very senior instructors in the UK, including some of the French founders, decided to create a national governing body that would regulate, promote and maintain the ethics and standards of the discipline.

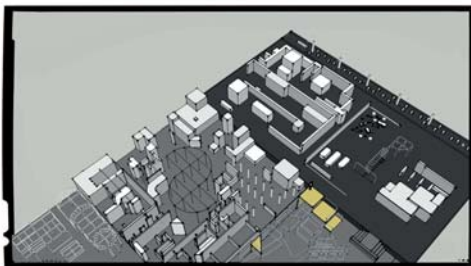
WHAT ARE THE MAIN CHALLENGES FACING THE SPORT IN THE UK?

One of the biggest challenges was getting recognition of the fact that parkour is not a crazy anarchic sport that's about jumping off buildings, but is a very rigorous mental and physical discipline that's about self-improvement. That's pretty much been achieved, and most of the councils, schools and governing bodies are now happy to work with parkour. There are still some challenges in that area, but we think we've got most of the fight won.

The main challenge facing us now is getting enough qualified individuals

FLAGSHIP FACILITY FOR WESTBOURNE GREEN

- In June, Westminster Council announced plans to build an outdoor managed parkour facility in London's Westbourne Green.
- The site aims to mimic an urban landscape and will contain dozens of objects commonly found in a real city environment including walls, rails and stairs that parkour or freerunning practitioners can use to practice their sport within a safe environment.
- The new parkour facility, which will be based at Westminster Academy in Westbourne Green, will feature obstacles for individuals of all abilities and ages and at its heart will showcase an 80 metre free flow area where practitioners can combine a range of moves and test their skills to the limit.
- Users can either prove their competence to qualified instructors from Parkour UK in order to use the facility unsupervised, or attend classes which will run at least five times a week in addition to classes for schools.
- Anyone over the age of



eight can attend the classes, which will start at £1.

- Up to 100 people can use the facility at any time with the maximum capacity of the junior area being 60 people. Forty people are allowed in the more advanced area.
- Westminster has invested £90,000 in the facility and London Marathon Trust £80,000.
- Building work is due to begin in October this year and it is expected to be completed by January 2011.

- The UK currently has two dedicated parkour facilities – one in Crawley, which opened in July 2009, and one in Leicester, which opened in July 2010. A third is due to open in Rugby later this year.
 - The facility in Westbourne Green will be the first to be endorsed by the national governing body, Parkour UK.
 - Westminster Council hosted the UK's first accredited parkour course in 2008, as part of its Holiday Fun programme.
- Source: www.westminster.gov.uk

out there coaching, because there's a massive demand. These statutory bodies have told us they would like parkour to be offered in every single secondary school in the country. There's nowhere near enough coaches for that at the moment.

We need to try and get as many good practitioners as possible to become qualified via the new recognised coaching qualification so that they can meet the demand. That's a big challenge and it will take several years to fill that shortfall.

Sport England would very much like to see parkour spread. They see the benefit in the schools it is already taught in. More and more schools want it: it ticks all the boxes for what the government wants to see in sport education in schools now. And the kids like it, so it's a win-win situation.

WHAT ARE YOU WORKING ON OVER THE NEXT 12 MONTHS?


The main focus is getting as many people qualified to teach parkour as possible so that the sport can develop and spread in a safe way. The Level One ADAPT (Art du Déplacement and Parkour Teaching) instructor qualification programme launched in January 2010, and the Level Two course launched this summer. We've done about eight Level One courses since it launched. It takes a long time to get these things going, and it took quite a while getting the qualifications officially stamped and recognised by all the sporting bodies in the UK.

We want to focus on getting as many people as possible doing the Level One qualification, then get the Level Two qualification off the ground and develop some new levels. One of the latest ideas is to develop a qualification specifically for sports teachers in schools because there is a huge demand among PE teachers to be able to deliver the basics in their classes.

WHAT IS THE FUTURE FOR PARKOUR?

What we'd like to see is just more of what's already happening – the discipline spreading in a good way, so that the original spirit of parkour isn't diluted or lost.

We really just hope that parkour continues to move on and grow. ●

A person is captured in mid-air, performing a parkour move against a brick wall at night. The person is wearing a light-colored t-shirt and dark pants. Their arms are extended upwards, reaching towards the wall. The background shows a multi-story building with many windows, some of which are lit. A large, red, dashed circular graphic is overlaid on the upper right portion of the image, containing a quote.

"It was a big challenge getting recognition of the fact that parkour isn't a crazy anarchic sport. It's a very rigorous mental and physical discipline"

a breath of fresh air

The Dorchester's sister hotel opens near Ascot this month, promising to be one of the UK's greenest hotels. Magali Robathan finds out what Coworth Park offers



The restored stable block (above left) houses 40 guestrooms and a restaurant, while the main hotel (above right) has 30 rooms and a more formal restaurant. The hotel also features an equestrian centre with two polo fields

There are some places which make you feel as though you've shaken off your ordinary life as soon as you drive through the gates. Coworth Park is one of those places," says Ann Costello, spa manager at Coworth Spa.

The five star Coworth Park country house hotel opens in September near Ascot in Berkshire. Set in 240 acres of parkland, it has 70 rooms, an equestrian centre and a spa, and is being marketed as one of the UK's most environmentally-friendly hotels.

It features a bespoke energy centre featuring renewable and low energy technologies to heat and cool the hotel. The carbon neutral spa has been built with carbon negative lime hemp walling with natural lime render and has a living roof planted with herbs, many of which will be used in the spa's treatments. All rain and surface water will be recycled to water the polo fields and willow plantation, and a kitchen garden will provide organic vegetables for the hotel's two restaurants.

"When planning this hotel we seized upon the opportunity to introduce some of the latest zero carbon technologies, many of which are a first for hotels of this nature in the UK," says Christopher Cowdray, chief executive of the Dorchester Collection. "Guests will be able to enjoy the ultimate luxury that Coworth Park has to offer, while being confident that they are helping to look after the planet."

THE HISTORY

The Dorchester Collection was launched in 2006 as the successor to the Dorchester Group. Coworth Park is the company's sixth hotel, and joins the Dorchester in London; The Beverly Hills Hotel in Beverly Hills; Le Meurice in Paris; Hotel Plaza Athénée in Paris; and Hotel Principe di Savoia in Milan. A seventh hotel, 45 Park Lane, is due to open in London in 2011. Cowdray recently announced plans to grow the company's portfolio to between 15 and 20 hotels by 2015.

The focus on sustainability at Coworth Park is part of the Dorchester Collection's commitment to being

a responsible hotelier, with The Dorchester currently leading the way. Each hotel has a dedicated green team, and The Dorchester's won *The Considerate Hotelier's* Considerate Green Team of the Year award in June 2010. The hotel was also awarded a Silver Award by the Mayor of London's Green 500 Initiative last year.

THE HOTEL

Coworth Park comprises a restored Georgian manor house, with 30 guestrooms, and a converted stable block and cottages, housing another 40 rooms. It features three restaurants – one in the main hotel, another, more informal restaurant, in the stable block and a spa restaurant – and it also has four function rooms that can be hired for private events. The equestrian centre has 40 stables, two polo fields and a practice field.

EPR Architects designed the hotel, incorporating the history of the original buildings into the design. The rooms in the former stables, for example, feature equestrian-themed photography, as well as oak floors and leather



The spa features an indoor pool leading to a sun terrace (above) as well as 10 treatment rooms

details, while the rooms in the former farmer's cottages have been decorated in earthy, natural colours, with leather, linen, wool and cashmere used in the furnishings.

The rooms in the main hotel have high ceilings, original Georgian windows and a mix of traditional Georgian and more contemporary furniture.

Coworth Park's energy centre was designed by engineers Wallace Whittle. It includes a biomass heating plant, which can store energy during low demand periods, and ground source heat cooling in the form of a system of underground pipes that circulate chilled water for the hotel's air conditioning. The stables and spa use heat pump technology for heating and cooling.

Willow grown on the estate is used as fuel for the biomass boiler. Twelve acres of the 200 acre estate will be planted with the willow, which will be harvested every three years. In the two years before the willow is ready, aboricultural waste is being bought from local suppliers to fuel the boiler.

"We are far beyond the current government guidelines and have built the hotel with a long term view to compli-

ance," says Ray Pask, chief engineer for the Dorchester Collection. "The biomass boiler and heat exchangers, for example, are 30 per cent beyond the government target emission rate."

Creating such a sustainable building presented several challenges, says Pask. "We were fortunate in that the building wasn't listed, so our challenges were time and money rather than process and permission," he says. "Burying 100m x 150m of underground pipes under the meadowland to provide us ground source heat cooling was a monumental task though."

While sustainability is very important to the Dorchester Collection, Pask admits that not all guests feel as strongly about the issue.

"One of the biggest things we've learned is that there is a vast range in the amount of concern our guests give to green issues and the environment," he says. "These issues are, however, of growing concern to them."

COWORTH SPA

The two level spa has 10 treatment rooms, a fitness centre, an indoor pool and a spa restaurant serving snacks, light meals and drinks.

The spa building is partly buried in the hillside, emerging from the landscape on the north side under a living roof of thyme, lavender and chamomile. Architects Purcell Miller Tritton are responsible for the design, with interior design by Fox Linton. The architects were given a brief to create a building that would blend in with the natural landscape and which would be as sustainable and low energy as possible. Around 50 per cent of the spa's energy demand will be met by the biomass boiler and closed loop ground water heat transfer system.

According to spa manager Ann Costello, it's the setting that really sets Coworth Park apart. "I think our guests will be blown away by the spectacular location of Coworth Park," she says. "There is something really magical about this estate; you feel as though you are in the depths of the English countryside, even though it's only 40 minutes from London." ●

OPERA FOR ALL

Opera companies are increasingly looking for ways to attract new audiences to secure their future.

Tom Walker examines some of the schemes being used to create new groups of opera goers

The cuts in Arts Council spending (£23m slashed from its 2010-11 budget) will have a major impact on operas up and down the country, as a number of opera companies feature among the largest of recipients of public money. The Royal Opera House in London is set to receive £28.4m of grants during 2010-11, with the English National Opera (£18.4m), Opera North (£10m) and the Welsh National Opera (£6.8m) also receiving large handouts. In response, companies are looking to reach new audiences by finding ways to make tickets more affordable and producing work that is more accessible.

CHANGING FACES

Take the Royal Opera House (ROH), which has created a thriving student standby scheme. It has 20,000 students signed up to receive alerts offering top price tickets for just £10. Throughout the year there are schools' matinees at greatly reduced prices and family performances, giving people the opportunity to come to the Opera

House for the first time. The company has also launched initiatives that expand the reach of productions outside ROH's home at Covent Garden.

"Our opening performance of the new 2010-11 Season, *Così fan tutte*, will be shown live in cinemas throughout the UK, reaching many more people than we were previously able to," says Elizabeth Bell, head of corporate communications. "The advances in digital technology have also enhanced our reach considerably through our website and DVD/CD sales. Much of our content is also available on iTunes U, and we have a long-standing partnership with the BBC which broadcasts our work both on radio and television."

The ROH is also offering people a glimpse behind the scenes as part of a drive to make opera more accessible. Backstage tours cost just £10 and there are masterclasses and 'Insight' events, where artists and directors



Scottish Opera and Club Noir collaborated to create *One Night at the Opera* (above)

offer an insight into their work on a particular production.

Other companies have gone even further with their reduced pricing. Opera Holland Park in Kensington, London, launched its 'Opera Challenge' scheme and has invited 700 people to try the current production of Zandonai's *Francesca da Rimini* for free (100 tickets will be made available on each of the seven nights that the piece runs). If a guest with a free ticket enjoys the production, they are requested to make a donation to the Friends of OHP charity. If not, they pay nothing.

At the Scottish Opera, meanwhile, the push to attract new audiences coincided with the arrival of a new boss, general director Alex Reedijk. Kerryn Hurley, spokesperson for the company, says: "Before Alex took over in 2006, he was in charge of New Zealand Opera, which got virtually no public subsidy whatsoever. So he is very focused on opening up access and ensuring we reduce our public subsidy through increased ticket sales, sponsorship and private funding."

Under Reedijk, the Scottish Opera has concentrated on both ticket offers as well as productions that pull in as diverse crowds as possible. For example, there is Club Noir, a collaboration

INTERESTING CONTENT

Productions designed to raise interest and controversy

■ **Push!** by Tête à Tête opera company. Based entirely on the process of giving birth.

■ **Powder her Face** at the Linbury Studio Theatre. Based on the life of Margaret, Duchess of Argyll, the performance simulated oral sex on stage.

■ **Satyagraha** by English National Opera. Part of Philip Glass's 'Portrait Trilogy' of operas about men who changed the world, Satyagraha charts the early life of Mahatma Gandhi.

■ **Skin Deep** by Opera North. Based on a libretto by Armando Iannucci, the opera is set at a cosmetic surgery clinic where the slogan is 'Putting right what nature got wrong'.



with the world's biggest burlesque club at the Edinburgh Fringe; and BabyO, a half-hour long opera for six to 18-month old babies. As for discounted prices, the company is offering £10 tickets to any main stage production to anyone under 26 for any seat in the house.

PARTNERSHIP BUILDING

While reducing prices and producing quirky new productions clearly works, other companies are concentrating their efforts on long-term partnerships to secure new audiences.

Leeds-based Opera North has teamed up with hotel operator City Inn to provide opera packages with accommodation to attract new people to the venue from outside the city. Another initiative is the 'Test Drive' programme with Leeds Teaching Hospitals and the Probation Service. The scheme aims to develop a relationship with people through an accessible ticket price, which increases as they continue to attend. The company also spent a considerable amount of money on redeveloping the Grade II-listed Howard Assembly Room, a former cinema. Since its launch 18 months ago, the multi-use space has hosted more than 130 non-operatic events, such as intimate audiences with Rory Bremner.

Elsewhere, Belfast's Grand Opera House has formed a long-term partnership with Paul Boyd Musicals that has, for the past six years, offered those aged between six and 18 the opportunity to work with the company's creative team in rehearsals.

NON COMMERCIAL COLLABORATION

Another company that places emphasis on partnerships is touring company The Opera Group. Its most recent production, *Lion's Face*, is described as a tale of love, loss and family – familiar themes for opera. What makes it typical, however, is that it is also a tale of serious illness, Alzheimers, and is the result of a two-year cooperation with the Institute of Psychiatry (IOP).

Opera Group's artistic director, John Fulljames, said the collaboration resulted from the sensitivity of the subject matter. "Initially, we were looking for somebody to advise us and to offer research input," he says.

"The head of old age psychiatry at the IOP, Professor Simon Lovestone, immediately understood what we wanted in terms of his expertise. He also understood what the potential



Opera North's *Pinocchio* (left) and The Opera Group's *Lion's Face* (top and bottom) received rave reviews and attracted new audiences

benefits were for the IOP – the exposure and a space for his staff. I guess for scientists to reflect on their work emotionally is different from reflecting on it in a purely logical way."

Professor Lovestone agrees. "What really captured my imagination was the opportunity to work with some artists who were interested in a genuine dialogue. I think this use of poetry and music will help us to look at Alzheimer's disease in a different way."

Fulljames has already secured a similar partnership for a production scheduled to make its debut in Birmingham next June.

"We are currently working with Friends of the Earth on a new piece," Fulljames says, adding that the partnership model is something he is keen to develop even further. "We are open to conversations with organisations that feel that performing arts could help tell their story. Most of our projects begin with a composer saying that they want to write an opera, but there's no reason why the story can't come from a completely different source." ●

Making Things Happen

From finding trust partners to bidding for the World Netball Championships, three of leisure's top consultants talk us through their recent projects

STRATEGIC LEISURE

Procurement is a big part of Strategic Leisure's work, with current projects including the search for a partner for the Plymouth Life Centre. MD Rachel Fowler talks us through three recent projects undertaken by the team

Procuring partners for the future

Strategic Leisure has been undertaking procurement projects on behalf of local authorities for the last 15 years. Our work has focused on securing long-term partnership arrangements for the

authorities to manage their sport and leisure facilities. More recently our work has also encompassed theatres, museums, arts and library facilities.

Recent projects include our work with the Vale of Glamorgan Council, Plymouth City Council and Selby District Council.

Vale of Glamorgan Council

In 2009, the Vale of Glamorgan Council (VGC) decided to externalise the management of its seven leisure facilities to reduce costs, realise savings and identify capital investment into the portfolio. VGC is the first Welsh authority to externalise the management of its leisure stock.

The Vale's facilities comprise large wet and dry facilities and small dry sites as well as dual use, and serve a population of 123, 200.

Strategic Leisure has worked through a traditional procurement route to develop an agreed set of local priori-

ties which have informed the PQQ, the partnership documentation and evaluation criteria. The contract is due to be awarded in mid 2011.

Plymouth City Council

Plymouth City Council is currently developing the £46m Plymouth Life Centre. Strategic Leisure is assisting the council with the procurement of an operational partner for the facility and the council's five other sport and leisure facilities using the competitive dialogue procedure. Strategic Leisure is also providing advice on general procurement issues and specialist leisure issues, as well as undertaking the evaluation of outline and detailed solutions.

The process is a complex one with potentially five different sets of staff transferring to a single operator with the added complexity of the mobilisation of one of the largest leisure centres in the UK. The development of the Plymouth Life Centre has involved a range of funding arrangements including a number of NGBs and a partnership with the University of Plymouth.

Selby District Council

Strategic Leisure worked with Selby District Council (SDC) to secure a long term partner who clearly shared the council's objectives and could deliver future capital investment and a more sustainable operation for the council's two leisure facilities and associated recreation and arts provision.

Following a detailed evaluation process, Strategic Leisure recommended the appointment of Wigan Sport and Leisure Trust as a long-term partner. The partnership has already developed significantly and the council and the shared can see the benefits of their trust objectives in terms of local delivery.



Strategic helps local authorities find partners to manage their leisure facilities

PMPLEGACY

pmplegacy has been working closely with England Netball on its bid for the 2015 World Netball Championships. Director of Consulting Cathy Livock takes us through the process

Manchester goes head to head with Sydney

As we enter this 'decade of sport' the challenges of delivering successful events are significant, with competition for funding, sponsors and spectators.

England Netball's recently submitted bid to host the 2015 World Netball Championships is no exception. But alongside the challenges, it is important to consider the wealth of opportunities that hosting events can bring.

The start of the journey

pmplegacy's relationship with England Netball began last year, when a workshop was facilitated with the senior team. The workshop involved presentations on good practice and explored the wide range of potential benefits that bidding for and hosting the 2015 World Netball Championships could deliver for netball and its stakeholders.

A feasibility study followed which explored the challenges and opportunities for hosting the event in more detail. It also included a city selection process to assess the pros and cons of three cities – Manchester, Birmingham and London. The feasibility study addressed some key questions: What are the event delivery requirements? What funding is needed? How can commercial revenue-generating opportunities be maximised? How can the event support the strategic priorities of the International Federation of Netball Associations (IFNA), England Netball and its key partners? What will be the legacy benefits? What will make a successful event?

Manchester was selected by England Netball as its preferred host city. The bid provides the opportunity to build on Manchester's track record and reputation as an 'ultimate sport city'.



England Netball is keen to build on the growing popularity of the sport

"Manchester's expertise in delivering innovative international sporting events, including the World Netball Series in 2009, has started netball on a journey showcasing the sport as exciting, dynamic and commercially attractive. We want to continue this journey," says Paul Clark, CEO, England Netball.

"We want to showcase the sport to inspire, motivate and generate interest. Using the World Championships to raise the profile of netball, broaden its commercial appeal and attract more spectators will help create a catalyst for further growth to ensure a lasting legacy of netball participation."

Decade of sport

If the bid is successful, the 2015 World Netball Championships will sit alongside major events such as London 2012, the 2013 Rugby League World Cup, the Glasgow 2014 Commonwealth Games and the 2015 Rugby World Cup, as part of the UK's decade of sport. This presents challenges in terms of competing for funding, commercial revenues, spectators and new participants, par-

ticularly when public funding is limited.

But England Netball and its stakeholders are ready to face these challenges and view hosting the event as a real opportunity. Netball's popularity is growing in the UK. The aim is to build on the momentum generated through events such as the World Netball Series – to be hosted in England until 2011 – the 2013 World Youth Championships in Scotland and the Glasgow 2014 Commonwealth Games. These events will provide opportunities for developing pathways for all of netball's stakeholders through to 2015.

England Netball's bid was submitted to IFNA in June 2010 and there is hot competition to host the event from Sydney, Australia. England must now impress the IFNA Inspection team as it visits both potential host cities later this year. While netball may be bigger in Australia, England and its key partners are confident that their bid offers IFNA the experience and innovation needed to deliver a special event that will have a significant impact on the game. A decision on the successful host city will be made in 2011. Watch this space...

RQA LEISURE MANAGEMENT CONSULTANCY

RQA is working on refurbishing a thriving community centre in Chichester and the continuing development of the Tooting and Mitcham sports hub, explains RQA director David Lord

Delivering community and sports hubs

RQA is helping to deliver sustainable community and sports hubs through a 'bigger society' approach.

New Park Centre refurbishment

Chichester's New Park Centre, a former Victorian school, has for many years operated as a vital and thriving local community centre for sport and for cultural activities including an art house cinema. It is an independently leased and managed facility, supported and encouraged by its owner, Chichester District Council. Its condition and location set considerable challenges.

RQA was tasked specifically to help develop its business plan, its transition plan through two stages of redevelopment and its community and sports development plans.

These were all aimed at securing strong partner support – a basis for fundraising – and confidence in its future viability. RQA supported fundraisers, architect David Boyd Associates and project manager and quantity surveyor Baqus in progressing this £4m development.

Sport England recently recognised this community enterprise with an award of £450,000 from the Rural Communities fund to enable the £1.3m first phase to progress. This phase will provide a regional dojo for judo, martial arts and exercise programmes for all ages linked to participation, health and Olympic legacy agendas and targets, for completion early in 2012. It will link with the Chichester Gold Olympic training camp facilities. Funding for two, including a digital cinema and the creation of a new auditorium, is well on the way.

Particular challenges for the project



The Hub at Tooting and Mitcham Football Club is attracting new users

team and RQA have included successfully mobilising partner agencies into committing to a sustainable future for this unique facility; finding a creative route with planners to allow the development of the Victorian building site; and combining sports and cultural facilities successfully and imaginatively.

"This is the big society at work, delivering in the face of financial constraints. It's a community model that will guarantee long-term success"

The Hub at Tooting and Mitcham FC

The Hub at Tooting and Mitcham Football Club is an outstanding example of community enterprise, where the vision of a few local businessmen has engineered, funded and engaged partners in the provision of a community sports hub.

Phase one opened in 2005, phase two is already funded and will be built in 2011. This is an ambitious and strongly supported scheme and RQA has been engaged to assist Tooting and Mitcham Sports and Leisure Ltd in the process of co-ordinating, consulting, business planning and delivering sports development partnerships linked to the next major phase of the scheme in time for

2012. Synergy Property Consultants are co-ordinating the design team.

The scheme includes an eight court sports hall, gymnastics training centre, 100 station gym, dojo, boxing gym, dance studios, play zones, two all-weather pitches, a village hall and a health education and youth centre. Funding awards have been encouraged and are being considered by Sport England and PlaySport London (both at Stage 2) and by the London Marathon Trust and commercial finance.

Phase one facilities, supported by a £1.45m grant from Sport England, have attracted large numbers to the Hub and its Football Academy has been outstandingly successful.

The London Borough of Merton, the London Borough of Sutton, YMCA, the NHS Trust, regional sports governing bodies, and local sports clubs and education establishments are discussing long term partnerships.

RQA has enjoyed working with a project team that is truly motivated. It is the big society at work, delivering in the face of local authority and other financial constraints. Particular challenges have included showing regional agencies and local groups that there is another way, and the need to maintain a commercial approach. In this way, the Hub is demonstrating a community model that will guarantee long-term success. ●



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Sail of the century

Olympic venue Weymouth and Portland National Sailing Academy is attracting as much attention for its social and environmental policies as for its world-class facilities. Rhianon Howells talks to chief executive John Tweed about the road to 2012 and beyond

In the race to get the UK ready for the London 2012 Olympics, it's fair to say that Weymouth and Portland National Sailing Academy (WPNSA) has already won gold. The first Olympic venue to be completed, in November 2008, the centre not only opened ahead of schedule and under budget, but it did so with an impressive environmental assessment score of 90 per cent for its civil engineering.

Since then, it's hosted several successful national and international events, including the 2010 Skandia Sail for Gold Regatta which took place in August, while continuing to rake in environmental accolades, including the 2008 Sport Industry Award for Environmental Concern in Sport. Not bad considering the Games are still two years away.

It's hardly surprising, then, that chief executive John Tweed is confident about the centre's preparedness for 2012. "We're ready to go," he says. "At Sail for Gold we had about 1,000 competitors from 57 nations here. That's

almost three times the size of the Olympics, which will only have about 380 competitors, so that was a very good test of the facility on-shore as well as our organisation on the water."

But while Tweed is the first to admit that hosting the Olympics will be the 'icing on the cake' for WPNSA – which is located on a prime stretch of World Heritage-protected Jurassic Coast between the small Dorset towns of Weymouth and Portland – it's by no means the only measure of success for the non-profit company, which was set up in 2000 to be a national centre of excellence for sailing.

CLEAR VISION

According to Tweed, the clean winds, sheltered waters and weak tides of the Portland and Weymouth area make it one of the best small-boat sailing locations on the planet. The Royal Yachting Association (RYA) had been looking to set up a sailing academy in the area for 30 years when the site – a former Royal Naval Air Station – became available. With strong backing from the RYA, a group of local people, including the late chairman Bill Ludlow, formed WPNSA with a clear, multi-layered vision: to host major international events; to offer world-class facilities and training opportunities at all levels of the sport, and to bring real social and economic benefits to the area.

As head of Dorset County Council's property portfolio and a keen sailor since his teens, Tweed was nominated to be the council's representative on the board of the new company, eventually becoming its full-time director of development in 2002. Recognising the need for both commercial and maritime expertise, the board negotiated a management agreement with a family-run business – Sail Force Ltd – that had already been operating a sailing centre in Portland Harbour for 20 years.

While the academy began operating immediately using the former naval buildings, the board focused on raising funds to redevelop the site, with one eye on London's Olympic bid. Renowned sports architects Faulkner Browns were signed



John Tweed was appointed chief executive in 2008



"We wanted to host elite events but we didn't want to build an elite facility. We wanted the community to benefit"

PHOTO: ©WPNSA

up and construction work on new buildings began in 2003, around the same time that the academy secured its nomination to be the Olympic sailing venue, in the event that London won the Games. The £8m project (jointly funded by the Sport England Lottery Fund, South West Regional Development Agency and local authorities) was opened in June 2005 by the Princess Royal. A month later, London's Olympic destiny was confirmed.

But there was still a lot of work to be done. "We knew that we had the most fantastic field of play and that the sailing waters were very special," says Tweed. "But we also knew the centre would need further development to bring it completely up to Olympic specification."

Working in close cooperation with the Olympic Delivery Authority (ODA) – the quango set up to build Olympic venues – Tweed and his fellow board members oversaw a major project of additional works at the site, including significant marine civil engineering works to reclaim part of the harbour, new slipways, new pontoon berths and a new breakwater. At £7m, largely funded by the ODA with a small contribution from the South West Regional Development Agency, the works came in both under budget and ahead of schedule. How did they do it? "We had a lot of cooperation from local planning authorities, so it all went reasonably smoothly,"

says Tweed. "As for the budget, it was very tightly controlled by the ODA, so it was a very good, model project."

Since becoming CEO in 2008, alongside new chairman Edward Leask, Tweed has helped facilitate the final step in WPNSA's journey: the merger of the commercial management company Sail Force with the non-profit organisation. Sail Force's husband and wife owners, Phil and Sandra Gollop, are now employees of WPNSA, and while the centre continues to be run along commercial lines, all surpluses are reinvested into the business. "We felt that making the whole enterprise non-profit would improve our accountability and transparency," explains Tweed. "That way, everyone could see that no one was profiting from any part of it."

SAIL FOR A FIVER

The early completion of the project has had a number of advantages. Firstly, it has allowed the centre to test-run its ability to host major international events in advance of the Games and, secondly, it has enabled the British Olympic Sailing Team to train on the actual Olympic waters.

Unusually, the centre has also taken the step of inviting foreign Olympic teams to train at the site, and contracts have already been signed with several large teams, including Italy, the US, Canada and Australia.

► While it's proud of being able to attract the world's best sailors, the academy is equally committed to making the sport available to people of all abilities, ages, and backgrounds. It's one of the few sporting venues where a triple gold medalist (Ben Ainslie CBE, who has been a director of the board since 2009) might be seen rubbing shoulders with a businessman on a teambuilding exercise or a local school child. "From the outset, we wanted to host elite events, but we didn't want to build an elite facility," says Tweed. "We wanted to make sure the community benefited."

While the world-class training facilities are available for hire at reasonable rates, and on-site private sailing school SailLaser offers courses for beginners through to elite sailors, it is the academy's work with young people that really stands out in this regard. Through an associated charity called the Chesil Trust, WPNSA is running a scheme called 'Sail for a Fiver', which enables schools in Dorset and neighbouring counties to bring classes of children aged 10-11 on half-day training courses at the academy for just £5 per child. "So far, over 6,000 young people have got on the water for the first time through the scheme and we're currently doing about 1,600 a year," says Tweed.

Nor is the academy's reach limited to the south-west. The Chesil Trust is currently working with underprivileged children from schools in east London, and also welcomes disabled youngsters from across the country. As the site for the Paralympic events, the academy has some of the best disabled sailing facilities in the UK, and last year won the International Association for Sports and Leisure Facilities' IPC/IAKS Distinction for Accessibility award.

For those young people who show talent, there is also ongoing support to help them fulfil that potential. "We run a talent development scheme through the trust as well, because taking your child to a different regatta every weekend can be an expensive business," says Tweed. "We've only helped seven young people so far, but between them they've won four gold medals in world youth championships, so that's a pretty good record."

ENVIRONMENTAL EXCELLENCE

Of equal importance with its social outreach programme, is WPNSA's committed stewardship of the environment, described by Natural England as "an example of best practice." Why has the academy put such an emphasis on this?

"We recognised from the outset that we were proposing a development in a very environmentally sensitive area, on a World Heritage site," says Tweed. "Sailing itself is a pretty benign activity, but we do use powered craft as safety boats, so we wanted to make sure we were making a positive contribution to the environment rather than a negative one."

The building was designed to be energy efficient and, working closely with its sponsor Scottish and Southern Energy, the academy has built on this, with between 13 and 15 per cent of its energy needs currently generated by photovoltaic cells, which harness solar power. Of course, being at the vanguard involves some trial and error – a wind turbine intended to bring this figure up to 20 per cent recently fell down – but Tweed says they now hope to reach the target by adding to their photovoltaic array instead.

Other environmental initiatives include the recovery of



PHOTO: © DORSET MEDIA SERVICE



WPNSA has hosted several international sailing events, enabling it to prepare for the 2012 Olympics

'grey water' from the roof for boat washing, an active recycling programme, recently extended to include old sails and batteries, and the installation of motion-sensitive lights throughout the complex.

Another issue WPNSA takes very seriously is marine litter. Last year, the academy hosted a Marine Litter Summit in conjunction with the Dorset Coast Forum to highlight the issue, and enforces strict policies at the site. "There are lots of things like plastics going into the marine environment, which don't biodegrade and can be very damaging to marine life, so we're very anxious to contribute to best practice in this area," says Tweed. "We make it very clear in our briefings to sailors and coaches that nothing should be put into the sea and doing so could potentially lead to serious consequences. We had 57 countries here during the Sail for Gold regatta, and of course there are widely varying practices around the world, so we hope to spread that message."

LONG-TERM LEGACY

While Tweed is confident that WPNSA has everything in place for the forthcoming Games, he admits that there is still work to be done in terms of infrastructure within the surrounding area. "Recent Olympic sailing venues have been in major cities: Qingdao in China, and Athens and Sydney as precursors to that," says Tweed. "A small town like Weymouth has different challenges. There are accessibility issues, which are being addressed with some new highway infrastructure going in, but there is still a bit of nervousness about the availability and quality of hotel accommodation."

WPNSA facilities

Waterside facilities at WPNSA include slipways, dinghy parking, protected marina berths and yacht hoist facilities. On-shore, there are extensive training facilities, with fully equipped lecture rooms, and safety RIBs (rigid hull inflatable boats) and marks (buoys) available for hire. There are on-site sailing and windsurfing schools (run as private concerns), a physiotherapy room providing access to a range of sports therapists and a full medical suite; extensive catering facilities, including a large function room, a large wet cafeteria and a bar. There are also extensive conferencing and function rooms available for corporate events, private parties and weddings, and a campervan site.

He regularly attends meetings of local working groups dealing with accommodation, transport and communication issues, adding that a lot of people are working very hard to make sure "it's a memorable time for all the right reasons".

The upside of all this effort, he says, is that Weymouth and Portland will be left with a long-term legacy of infrastructure improvements, including new roads and high-speed broadband connectivity, all of which will contribute to the business competitiveness and prosperity of the area.

The impact on the academy itself will be no less significant. "Weymouth and Portland will always be an Olympic venue, which will generate some very strong publicity around the world," says Tweed.

He is adamant, however, that the centre should avoid becoming a mere monument to former glory. "We don't want 2012 to be a one-off," he says. "A major focus for us now is to get some very big sailing events here in the future, and we're hosting a conference in October to try and make that a reality. We need to work hard to ensure we're not a one-trick pony, and that there's a lasting legacy." ●

Making a meal of it

Organising a Roman Feast at the Great North Museum: Hancock and serving food while veterans told stories about HMS Belfast – just two of Sodexo Prestige's recent jobs. Marketing director Anna Fenten tells us more



Can you briefly describe what the Great North Museum: Hancock offers?

The Great North Museum: Hancock is one of the North East's most prestigious new venues, having been re-launched in 2009 after a £26m refurbishment.

It incorporates the diverse collections from the Hancock Museum; Newcastle University's Museum of Antiquities; the Shefton Museum and the Hatton Gallery. Through its state-of-the-art and highly interactive displays and breathtaking exhibits, the new look museum has attracted hundreds of thousands of visitors since it reopened. Highlights include a large-scale, interactive model of Hadrian's Wall; major new displays showing the wonder and diversity of the animal and plant kingdoms; spectacular objects from the Ancient Greeks; mummies from Ancient Egypt; a planetarium, and a life-size T-Rex dinosaur skeleton.

What did winning the catering contract at the museum mean for Sodexo?

This was a wonderful win for Sodexo, providing new challenges and an exciting opportunity to be an integral part of one of the most prestigious venues in the North East. We are extremely proud to have been awarded this contract.

What services are you providing?

Sodexo Prestige manages two cafés which attract a range of museum visitors, tour groups and university students. The Street Café serves speciality coffees and pastries and The Hancock Café celebrates the tastes of the North East. We also manage a range of brand new conference and event spaces that include a large exhibition space of over 500sq m, The Clore Learning Suite for meetings and receptions, and The Hancock Café for evening entertainment.

Can you describe the food offer at the museum?

The museum is conscious of its prime position on Tyneside and uses this to its advantage in a number of inventive ways. This includes giving function organisers food options which include traditional, regional dishes and which use the best locally-sourced produce. It's not unusual to see dishes such as Northumbrian broth, beef braised in Newcastle Brown Ale, and North Shields fish stew on the menu.

What are the main challenges of catering at this venue?

The main challenge we faced was creating event solutions that worked in a highly unusual space. However, we worked creatively with the museum's range of spaces to offer a service that would suit events of all kinds. With a variety of function rooms which can be divided up into various size configurations, the museum also has a café area which is available for exclusive hire.

You recently organised a Roman feast at the museum. What did this involve?

To mark the launch of the newly renovated museum we laid on a special Roman welcome as part of the Eat! Festival. The guests were welcomed by Roman soldiers, given a speech



The Great North Museum: Hancock recently hosted a Roman feast (left) with Roman recipes and talks



by a Roman expert and feasted on the menu put together using authentic Roman favourites, although we steered away from some of the more unusual ancient dishes such as baked dormice.

The restored HMS Belfast (above)

What's so special about HMS Belfast? What does it offer?

HMS Belfast is a magnificent ship with a rich history. Launched in 1938, she served throughout the Second World War, playing a leading role in the Normandy landings. She later supported UN forces in Korea and remained in service until 1965. In 1971 she was saved as a reminder of Britain's naval heritage. She is the only surviving example of the great fleets of big gun armoured warships built for the Royal Navy in the first half of the 20th century.

Why did the ship need to be refurbished?

It was necessary for HMS Belfast to undergo an intensive restoration programme of its event spaces as our strategy was to re-launch it as an iconic, unique and up-to-date events venue in London. The objective was to ensure HMS Belfast was front of mind as a great London party venue, private dining room and conference space.

What did the refurbishment involve?

Sodexo invested £250,000 to restore the ship back to its former glory, which involved the complete refurbishment of a number of rooms and spaces. The original dining room and lounge area of the Admiral's own living quarters has been restored to reflect how the space would have looked during the 1950s. The Gun Room, originally an aircraft hanger and later adapted as the Officers' Mess, has been restored to reflect the original 1950s décor with its wood panelled walls, and now evokes the atmosphere of camaraderie that was part of life on board this great ship. In addition, the Ward and Ante Room have been meticulously restored

at every level from the bar to the light fixtures – all recreated to match the room as it looked in 1959.

What catering do you provide at HMS Belfast?

HMS Belfast provides a diverse range of exciting spaces. With four function rooms, two decks, fantastic views over London and a rich history, HMS Belfast offers a great venue for events from 12 to 450 guests.

What are the biggest challenges of catering at this venue?

Although HMS Belfast is a successful venue hosting up to 380 events per year, London is a crowded events market and the UK continues to suffer in the aftermath of the recession. We therefore have had to overcome this challenge by raising the profile of the venue across a broad range of sectors, clients and agents, and promote its position as one of the most unique venues in central London.

What did the launch party involve?

In spring this year, following the ship's restoration, we celebrated the reopening of HMS Belfast as a venue with a high profile launch party. The strategy was to re-launch the ship to the London events market. Guests were able to see the restoration first-hand and experience what the venue could offer as a catering and conference venue.

Guests were greeted with flames at the entrance and HMS Belfast was lit up in colour. Guests were piped on board and welcomed onto the Quarterdeck with entertainment by Jitterbug dancers. Moving to the Ships Company Dining Hall, guests were treated to Kir Royale and canapés including beef Wellington with wild mushroom parfait and seared scallop and black pudding with pea puree and potato rosti. A band played favourites spanning the life of HMS Belfast from 1940s while veterans told stories of their time on board HMS Belfast and the sales team took guests on tours of the newly refurbished rooms. ●

In April 2009, Grahame Senior finally took the plunge and bought Howard's House Hotel at Teffont Evias in Wiltshire. Eighteen months on, he reviews what's worked and what hasn't

How to put your money where your mouth is

When applying marketing principles to your own venture, it's best to keep it simple and remember that keeping both customers and staff happy is key to a successful operation

Taking on Howard's House in the first wave of our forecast 'double dip' recession sometimes hasn't seemed the brightest thing I could have done. However, we did it, and it's been quite an exciting ride so far. There's no doubt that applying the marketing principles that have taken some 40 years to develop feels quite different when it's your own money you're using. I'm happy to say that at least some things have worked!



some of the guests kept on coming despite their disappointment that we weren't fixing things up properly. Shortage of money does that and Howard's House had been operating for some years with no real investment. What it had continued to deliver was a very warm and

personal welcome, a real sense of comfort and stunningly good food.

Our first task, therefore, was to ensure that Noëlle Thompson, the long-term front-of-house manager, and Nick Wentworth, the excellent and passionate chef, remained on board. It wasn't just these two leading stars either. In Karen the housekeeper, Julian the gardener, Hilary the florist and the whole

talented team of support staff, we had a group of people who cared deeply about Howard's House.

Early research told us very clearly that not only did the guests love Howard's House despite its slightly careworn condition, but so did the staff. A real pride was fiercely evident.

We made sure people stayed on side and as part of that process we have made Howard's House into a partnership from April this year. Involving the key individuals in ownership does seem to create a strong sense of 'family pride'. We've also brought Simon Greenwood in as restaurant manager. He and Noëlle share the tasks of operating front of house.

The next thing we did was to prioritise improving the fabric. A complete new electrical system was stage one, followed by fundamental improvements

Starting out

When we took on Howard's House, it was much loved but getting rather dilapidated. Research told us that

BRINGING GUESTS IN - MARKETING

Here are the steps we took to improve bookings:

- 1) Upgrading the database - cleaning up all the information and creating a unique identity and record for each guest.
- 2) Developing a regular sequence of mailings. For our market, printed mailings work much better than emailing.
- 3) Improving the collateral material. Photography was the starting point and we engaged a good landscape photographer to take some stunning pictures. Our natural assets needed to be demonstrated.

- 4) Structuring the offers. We developed a series of packages which featured added value rather than discounts and made these the subject of consistent focused mailings.
- 5) PR. We engaged a professional PR team to get the system operating and trained up a member of the team to carry it on. Local coverage on events, promotions and offers has worked really well.
- 6) Building up the food offering. We



needed to increase restaurant utilisation day by day. Developing a Dining Club has improved evening demand and a series of lunch promotions and new dining terrace has given us much higher demand at lunch time.

7) Special exclusive use events. We are in the middle of shooting and fishing country and we have been able to obtain significant exclusive use bookings from sporting groups. Howard's House is the perfect size for a shooting party.

- 1)** Treat guests as if you like them. It sounds obvious but encouraging the staff to treat guests as friends and take particular care to find out exactly what they want on any particular day has worked really well.
- 2)** Be as proud of the hotel as you would your own home. We have a wonderful housekeeper and making sure she has the appropriate supplies and quality support is an essential backup. We have never had a complaint about housekeeping standards.
- 3)** Extra touches of interest. Floral displays using local flowers and art exhibitions featuring local artists have all added an extra dimension.
- 4)** Let the gardener talk. We've increased the range of the kitchen garden and given our wonderful gardener Julian his head in terms of talking to guests.
- 5)** Open up the kitchen. Nick and his team now present the canapés to guests and talk to them about their particular preferences. Our menu is flexible enough for guests to explore their own tastes.



The new dining terrace has increased demand at lunchtimes

- 6)** Train all staff to be able to take bookings. The whole team can use the booking system, so that we can flexibly accommodate guest demand and complete the booking.
- 7)** Encourage personality. We have a basic training module about 'how we do things' but we also encourage each of our team members to express their own personality.

in all the bathrooms. Redecorating and refurbishing the sitting room and dining room and creating a new 'den' in some spare space in the hallway all helped make Howard's House a more welcoming environment. The remarks that we've had from people who have come back have been extremely positive. They're very pleased to see that we have finally put some prudent investment in place.

Such money invested in the fabric makes little difference in the short-term to occupancy or rates. What it does do is improve the quality of the visit for every guest and hopefully keeps them coming back.

Our Team Mantra

We had a team day for all staff to tell them what was happening, get their feedback and input and have some fun and games. Out of this day came what has become our team mantra: The job of management and marketing is to bring guests in. The job of the team is to bring guests back. Our culture means treating everybody as a member of the family. Of course, Howard's House suits that culture – it seems very much like a family home and that's the way we have tried to style it.

How is it going?

Not perfectly, but quite well. 2009/10 was a difficult year. We lost money overall because of the investments in refurbishment. The winter snow made a big hole at the end of our shooting season. However, we did hit our target sales and we did start to increase forward bookings.

2010/11 is on budget. Our restaurant revenue is increasing. Our best investment was our new dining terrace. Our best bit of luck was being awarded 'Britain's Most Romantic Hotel 2010' by the *Good Hotel Guide*. We were also designated as one of the UK's 'four best places to dine al fresco' by *Telegraph Magazine* – that led to a veritable flood of bookings.

How do we make it better?

We stick to the mantra. We have increased the flow of PR and have some prudent local advertising this winter. We've put in Dining Club dates throughout the winter and created a series of cultural evenings, ranging from a new exhibition from a London artist to an evening with an antiques expert. These are booking well. By teaming up with local wine merchants, Yapp Brothers, we've made a more

interesting wine list and sophisticated the basis on which we sell wine.

A combination of dining events and a push for local wedding business is working well. We are doing everything we can to become part of local life.

Are we worried about the second wave of the recession? Yes. Any sane person would be concerned about the tremendous constraints being placed on individuals by the economic pressures of these times. However, people will still eat and drink and take holidays. They will still celebrate weddings and business successes. Romance and seduction will still flourish and the need to get away for the weekend will still be felt after a tough week.

The trick is to remain 'front of mind' with the right people and to deliver value and quality on every occasion. A guest lost is gone forever; a new friend found tells others.

Thus far, it has been a bit of a white knuckle ride. We've enjoyed working as a team and gaining hands-on experience. It will never make banker's bonus type money but it can deliver a steady return and the partners know that.

Running a small business is just as tough as running a big one, but somehow, it all seems worth it. ●



Huhtamaki for buffets and banqueting events

Packaging manufacturer Huhtamaki has a wide range of foodservice products suitable for outdoor events and hospitality functions. One of their products – the cold drink tumbler – is compostable and comes in pint and half pint sizes. Made in the UK using recycled PET (Post Consumer Recycled material derived from PET bottles), the tumblers are said to be crack resistant and shatterproof.

leisure-kit.net keyword
huhtamaki



Row and scull with Oartec from Waterrower

The new Oartec Rowing Simulator replicates the dynamics of a boat and the full range of exact movements made when rowing and sculling. Designed to encourage correct technique, users row with an oar in each hand, differing from more traditional pulley-based systems, the simulator is commercially available only and can be used for a range of functions, including technical training and cardiovascular work.

leisure-kit.net keyword
waterrower

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Advanced renewal serum from NUDE

NUDE's Advanced Cellular Renewal Serum is intended to help repair the skin's cellular renewal system. According to NUDE, from the first usage, skin texture and radiance is improved while, with continued use, the serum helps to activate collagen. Its ingredients include hyaluronic acid and Japanese sea kelp. The silicone-free serum is intended to be used as an over-night treatment, with one drop smoothed onto the face and décolleté. NUDE was founded by Fresh & Wild entrepreneur Bryan Meehan and Bono's wife, Ali Hewson.



leisure-kit.net keyword
nude



leisure-kit.net keyword
planika

Glassfire technology with biofireplace

Featuring new glassfire technology, the Chantico tabletop biofireplace burns an eco-friendly bioethanol fuel called Fanola® and provides up to two hours burning time. Marketed as completely safe, if it is tumbled, the Chantico self-extinguishes. The inside of the burner is filled with coils of hygroscopic ceramic fibres that keep the fuel contained. With no smoke or soot, it is portable, safe to use indoors and has been developed especially for use within commercial spaces.

BMW extends Cruise range with new orange bike

BMW's Cruise Bike is now available in a fresh orange hue. The colour was inspired by the BMW 1802 from the 1970s which was also available in orange. Offset by white on the upper frame, as well as on the Suntour suspension fork and the saddle, the orange aluminium frame has been manufactured using hydro-forming technology, where the pipes are filled with oil and pressure moulded to ensure the bike is extremely durable and solid. Featur-



leisure-kit.net keyword
bmw

ing a 24-gear Shimano Alivio speed derailleur system, the bike weighs 13.9kg and is also available in two other colour combinations of silver/white and blue/black.

New winter gear from Thoosa for running in cold weather

Active clothing brand Thoosa has unveiled a range of new items for women runners dealing with cold weather. The clothes include a Chill jacket; Chill tights and two types of long sleeved tee. Each is made from bamboo fabric with flatlock stitching to prevent chafing and are available in three different sizes. The jacket and tights also feature reflective details as well as hidden zip pockets.



leisure-kit.net keyword
thoosa



Baby changing station from Franke Sissons

A baby changing station has been unveiled by Franke Sissons. Featuring a range of new safety features, the free standing Comfort Baby Changing Station is intended to offer child safety, hygiene, a hand washing facility and safe storage. The station also features a Water Regulations Advisory Scheme (WRAS)-approved self closing tap that includes an anti-scald feature while the restraining strap is made to BS1888 regulations. The base unit is available in two options – either two door or four door for storage. A range of other related products including a soap dispenser and nappy bin are also available.

leisure-kit.net keywords
franke sissons



Lightfactor illuminates dinosaur animatronics

A range of wash lights from Lightfactor were used recently to illuminate life-sized animatronics at the London edition of the interactive encounter Dinosaurs Unleashed. The lighting for the London leg was installed by Ian Austin of STL Lighting, who purchased the compact DTS Titan LED wash lights for the exhibition from DTS's UK distributors, Lightfactor. Austin was responsible for designing both the interior and exterior lighting schemes.

leisure-kit.net keyword
lightfactor

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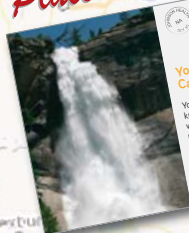


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Crater Lake, Oregon

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Bryce Canyon, Utah

Millions of years of wind, water and geologic mayhem have shaped and etched the pink cliffs at Bryce, which isn't actually a canyon but the eastern slope of the Paunsaugunt Plateau.

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LEISURE INDUSTRY WEEK 2010



Leisure Industry Week takes place this year from 21-23 September. We take a look at the highlights of the show, which will be running in Birmingham's NEC

This year Leisure Industry Week is set to be another exciting and visually stimulating show incorporating the newest products from the out-of-home leisure industry. The show, which celebrated its 21st year in 2009, attracted over 12,500 visitors and with a host of new features, informative seminar programmes and

networking opportunities, there's going to be something for everyone again this year.

The show will be split into seven areas which cover different leisure sectors including Sport, Health & Fitness, Pool & Spa, Leisure Facilities, Play & Attractions, Eat & Drink and Licensed Business.

"We have another exceptional LIW

ahead of us this year, boasting a new array of features, seminars and networking opportunities," says Jonny Sullens, portfolio director at LIW.

"We invite everyone in the leisure industry to come and see the latest innovations on offer and to take the opportunity to make new contacts and do business."

■ EnviroZone

The Leisure Facilities section will host the new EnviroZone which will give leisure venues a free insight into how they might reduce their carbon footprint and address huge utility bills and will demonstrate how to encourage visitors to be more 'green'.

Exhibitors in the EnviroZone include Thermapool, which will exhibit its insulation system. director of Thermapool, Nigel Rose, will hold an educational seminar to discuss the new swimming pool energy efficiency regulations that will come into place in October, which state that all pools have to be adequately insulated.

Nigel Rose said: "The interest in our insulation system has been huge and with the new pool regulations coming into force

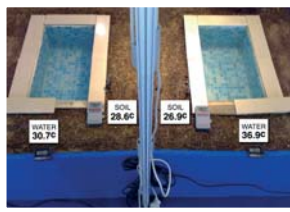
in October, exhibiting at LIW has never been more important to our company. We will demonstrate how the insulation system works and how we can cut heating bills, as well as give lots of important information to operators in our seminar."

Pulse Commercial Utilities will be discussing energy buying strategies for the leisure industry. They will explain how successful long-term energy procurement can be created through knowledge of world events - including tracking LNG shipments to the UK, a scientific understanding of operators' energy consumption, as well as taking advantage of supplier's products including renewable and CCL exempt energy.

Other exhibitors include PowaSava Europe Ltd, which designs and manufactures Advanced Energy Saving Systems. PowaSava Europe Ltd is going to exhibit its voltage power optimizer products range, which is advanced in its technology to help save user energy costs, increase component life and reduce carbon emissions.

MHA Lighting will exhibit its new LED technology, which shines light sideways to avoid direct contact with the eye and creates a more safe and efficient light output. Its product range offers the highest quality, uniformly distributed light, combined with substantial energy savings.

Riva Global will also be in the Enviro-



Thermapool is exhibiting in the Envirozone section of LIW (above)

Zone; the company specialises in reducing water and energy consumption for both public and private sector organisations around the world. Through its free Water Audit Program it can guarantee at least a 25% reduction in water consumption. Often the savings are double this, providing an immediate increase in efficiency, substantial financial savings and significant reductions in the carbon footprint.

Calorex, leaders in heat pump technology, will be exhibiting the Pro-Pac commercial hot water heat pump and the Heat Recovery Dehumidification units, which are aimed at commercial leisure pools and municipal pools. Calorex will have two seminar slots, aiming to inform owners and operators of how they can reduce their carbon footprint and reduce their energy bills by half. Calorex equipment also enables SME companies and charities to apply for Carbon Trust interest free loans.



Calorex is exhibiting its hot water heat pump and dehumidification units



The Wavesurfer helps extreme sports enthusiasts practice



■ Wavesurfer

Visitors to LIW will experience the newest attraction to the show in the Pool & Spa sector – the

Wavesurfer. Showcasing for the first time in the UK at LIW, the Wavesurfer is the ultimate aquatic attraction for bodyboarders, surfers, wakeboarders and even skate and snowboarders. It provides a soft riding surface allowing users to fall without hurting themselves, making it ideal to learn and practice new tricks and moves.

Karel Dubois, CEO of Wavesurfer said: "We can't wait to show the Wavesurfer to the UK leisure industry. We'll have lots of exciting demos taking place throughout the three days."

■ SPATA Pool Operators Seminars

SPATA will hold two seminars at LIW. The first seminar – 'What SPATA members can do for you' will give Chris Hayes, MD of SPATA, Peter Lang, SPATA technical advisor and Jim Gordon, SPATA technical committee member, the opportunity to discuss a range of topics including design, construction and facility management. The second seminar will be a Q&A session with members of the SPATA technical committee. The seminars are designed to help with any challenges companies may be facing.



■ The Play Innovation Zone

The 'Innovation Zone,' which is in partnership with the Play Providers Association, will also feature at LIW this year. Ten exhibitors will have the chance to showcase their brand new products and innovations within this area. The exhibitors will be shortlisted for the ASPIRATION4Innovation Award at the PPA Aspire Awards on Tuesday 21 September.

Companies exhibiting in The Play Innovation Zone are Innovative Leisure, Little Tikes, Instyle Fitness, Smart Dragon, Sutcliffe Play, Villa Drinks Ltd, Sound Leisure Limited, Partycentre Software.com, Entreprises (UK) Ltd and Mini Melts.

■ Coin-Op showcase

Leading manufacturers and distributors of coin-operated amusements will be on show in Hall 19. Companies exhibiting in the Coin-Op area include Harry Levy, Electrocoin and RLMS Sales.

■ Attractions Idea Village

Sponsored by Regency Purchasing, Brakes Foodservice, Matthew Clarke and Furniture Realm, Play & Attractions will also host the Ideas Village where architects, consultants, marketers, designers and theming companies will be able to get in front of senior leisure professionals to discuss new designs, developments and solutions.

■ Outdoor Demonstration Area

Following on from the success of the outdoor demonstration area last year, LIW



Ice Magic's super glide ice skating panels will be on show

is inviting larger, interactive attractions to display at the show. Ice Magic will be showcasing its new super glide ice skating panels. These are the closest you can get to real ice without the fuss or expense.

Quick and easy to install, they are environmentally-friendly and very popular in static sites and mobile units. Other displays include Water Wars, Highline Adventures and Battle Zone Live to name a few.

■ Industry Keynote and Workshops

Key stakeholders in the visitor attractions industry will debate and discuss the latest trends, initiatives and forecasts for the UK including a debate on whether museums should be required to charge for entry. The debate will be chaired by Martin Barratt, chief executive of BALPPA; and panelled by James Berresford, chief executive, VisitEngland; Colin Bryan, managing director, Drayton Manor Park; and David Sharpe, managing director, The London Eye.

VisionXS will hold a workshop during LIW, where delegates from the VisionXS Operators Conference will be invited to hear further comment and insight into the visitor journey and secondary spend analysis carried out at the July VisionXS Conference in Oxford.

■ Play Providers Conference

On Tuesday 21 September the Play Providers Association (PPA) will hold several sessions for indoor play operators. The second session of the day will look at the 'State of the Industry - Where have we come from?

LIW 2010 Show Preview

Where are we going to?' and will include a thought-provoking debate on the subject.

■ New Operators Networking Lunch

The New Operators Networking Lunch, in partnership with the Play Providers Association (PPA), the Association of Play Industries (API) and the Register of Play Inspectors International (RPII), is a free of charge lunch and will give operators, who are looking to open an indoor play centre, the opportunity to speak to and gather information from industry professionals.

■ ASPIRE Awards

The PPA will host the ASPIRE Awards, which recognise excellence in the indoor play industry. The 2010 ASPIRE Awards event will take place on Tuesday 21 September and are being held at the Manor Hotel in Meriden. This year the PPA will be raising money for the Cystic Fibrosis Trust.



Equipment from Little Tikes will be on display in the Play Innovation Zone

■ PTontheNET Functional Training Zone

The PTontheNET Functional Training Zone will exhibit products that can transform small and unused areas on the gym floor in to profitable areas. Personal Trainers will be able to experience the latest training programmes and products related to effective functional training. Exhibitors showcasing in this area include Leisure Lines, Jordan Fitness, Escape Fitness, Keiser, FitPro, Fight Fit, Thump Boxing, Padbox, Premier Training, STOTT Plates and Nordic Walking.

■ FIA Education Programme

The Fitness Industry Association (FIA) has developed a programme of informative speakers from the health and fitness industry. Seminars on Tuesday 21 September will look at 'Futureproofing the Health and Fitness Industry' and the keynote will discuss the 2010 Commission. The speakers will debate the best ways for the industry to succeed in the future.

■ Independent Operators Unite (IOU)

Independent operators will be able to attend IOU's programme of seminars for

free. On Wednesday 22 September IOU will present 'The Independent Operators Guide to Fantastic Retention Results' and a further seminar will look at increasing secondary spend within health and fitness facilities. The closing session will debate the struggles of being an independent operator, with operators around the country sharing their experience and lessons learnt from running independent health clubs.

On the evening of Wednesday 22 September up to 1,000 independent operators will enjoy the IOU Party 2010. Taking place at the Mechu bar/club in Birmingham, IOU members can attend for free. Visit www.liw.co.uk for ticket and sponsorship sales.

■ Register of Exercise Professionals (REPS) National Convention

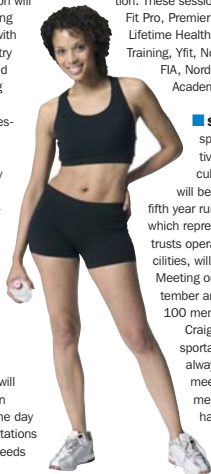
REPS National Convention will again be held during LIW on Thursday 23 September. The day will include keynote presentations from Dr Cath Sanderson (Leeds Met University) and Jamie

Edwards (Trained Brain) plus a choice of 10 workshops. The workshops will cover a variety of topics including postural analysis, behaviour change, Nordic walking, the VIPR training tool, and community activation. These sessions will be delivered by Fit Pro, Premier Training International, Lifetime Health & Fitness, Later Life Training, Yfit, Northern Fitness, the FIA, Nordic Walking and the CK Academy.

■ sporta

sporta, the representative body for leisure and cultural trusts in the UK, will be attending LIW for the fifth year running. The organisation, which represents more than 100 trusts operating over 5,000 facilities, will be holding its General Meeting on Wednesday 22 September and is expecting around 100 members to attend.

Craig McAteer, chair of sporta commented: "LIW is always a good venue for our meeting as it allows our members to see what is happening in the rest of the sector as well as comparing notes with other trusts."



New Products and Services

This year exhibitors will be unveiling an array of new products and services, here's a few to look out for



LEISURE INDUSTRY WEEK
21-23 Sept 2010 · NEC Birmingham UK

■ CLOA

The Chief Cultural & Leisure Officers Association, CLOA, will be inviting its strategic partners to a meeting at LIW. The meeting will focus on the new government's plans for cuts, how the coalition will look to increase participation and what the implications of the 'right to request' for local government culture and sport workers will be. They expect figures from The Department for Culture, Media and Sport (DCMS), Local Government Association (LGA)/ Local Governance Innovation & Development (LGID), Audit Commission, the non-departmental public bodies (NDPB) to attend.

■ FitPro PT Fusion Tour

Leading fitness presenters will discuss and demonstrate the programming potential of three of the most cutting-edge products on the market today, ViPR, PTontheNet and FASTER Health & Fitness. The FitPro Fusion Tour is a two-hour practical and theoretical workshop designed to bring business to life. Speakers include Robert Cappuccio, who designs and implements sales, customer relations, management and personal training systems for leading industry organisations, John Hardy, founder of FASTER Health and Fitness and personal trainer Gavin Attorehain.

■ Gladstone Health

and Leisure, a member relationship management solutions company, will be exhibiting its latest version of its Kiosk software which includes developments that allow greater flexibility for booking classes and courses, whilst combining an updated user interface making it more intuitive for users.

■ Xn Leisure Systems Ltd

has been offering leisure management solutions for over 28 years and serves over 5,000 users in the leisure industry. This year, Xn Leisure Systems Ltd will be exhibiting the new self serve and on-line products at the show.

■ **PartyCentreSoftware.com** is an online party booking and management service for the leisure industry. Representatives from the company will be on hand at LIW to give advice about the products. The software can be used to streamline the event booking process, increase revenue and decrease labour costs. Scott Drummond, president of **PlayCentreSoftware.com** said of the company: "With our innovative web-based EPOS system you can check customers in and out, sell café products and have access to your company data anywhere you are. From vendor and user management to advanced reporting, you can take control over your centre without having to physically be there."

■ **Lifetime** will be offering individuals wishing to move into a management role within a leisure centre or health club environment a new and unique online leadership and management programme. Developed by industry specialists, staff can complete the course entirely online in order to enhance their skills and understanding in a duty or fitness manager capacity. Lifetime will be demonstrating the online service on stand H128 at LIW.

■ Swedish equipment manufacturer, **X-Force**, will unveil its completely new



The Pec Seated Press from the X-Force range will be on show

strength range to the UK at LIW. The unique range, which uses a patented tilted weight stack, gives users the benefits of negative training in a simple, safe and productive manner. X-Force will be showcasing eight of the fourteen models from the range at LIW. Inventor, Mats Tulin, will be available for questions on stand HF4 throughout the show.

■ 'Transforming a Generation' (TAG)

The Transforming a Generation charity is set to revolutionise how young people can break through their personal barriers, get jobs and kick start their careers. Developed specifically to help young people into careers in the health and fitness industry, TAG will create over 1000 new jobs across the country in the next year. The programme is funded by the Department for Work and Pensions' Future Job Fund.

■ **Total Hygiene**, the UK's leader in disabled toilet, washroom and bathroom provision, has developed a new unique package in order to enable the leisure industry to efficiently capitalize, and to ensure effective compliance with standards for people with access needs.

■ **Entre-Prises UK Ltd** will be exhibiting its Clip n Climb challenges for adults and children, within the Play Innovation Zone, for the first time in the UK.

New Products and Services

Colin Boothroyd, managing director at Entre-Prises UK Ltd, said: "We are the leading supplier of climbing walls across Europe, and are really pleased to introduce this new and innovative concept to the UK. Clip n Climb Centres are established in Australasia and North America and have proven to be astonishingly successful in facilities due to the fact that they are suitable for everyone and are very different to the usual bolt-on holds on rock effect or plywood panels." There are different vertical climbing corridors available with names like The Skyscraper, Stairway to Heaven, Lightning Crack and Spaghetti Junction.

KOMPAN is showcasing **ICON**, electronic outdoor play equipment. **ICON** is **KOMPAN**'s interactive, outdoor gaming range currently proving highly popular amongst children and teens of today. **ICON** electronic play allows children to take the popular computer games they play daily indoors outside. The electronic range provides the users with the challenge of competing alone against one another and in teams. The games are captivating and encourage physical activity.

Sophie Holt, marketing manager at **KOMPAN** Ltd, comments on the new range: "The **ICON** interactive range has the potential to be the centrepiece of any destination, playground attraction. Its ability to entertain a wide range of ages ensures a wide family appeal - even difficult to please teenagers! The highest score board encourages players to keep returning to the games to increase their score, leading to a longer dwelling time around the play area."

Innovative Leisure is the exclusive UK and European distributor of a wide range of interactive family attractions including Climbing Walls, Coconut Tree Climb, Digiwall, Water Wars and its new range of high ropes courses. They will be on hand in the Play Innovation Zone to give advice on how these can benefit facilities.

Power Plate classes will run throughout LIW



Aqua Sphere will unveil its new Body Control Swimwear at LIW. This exciting new range, available for retail from March 2011, is designed to give every woman a flattering yet comfortable silhouette. **Aqua Sphere** will add a number of new products to the **Aqua Aerobics** training kit portfolio, including the **Ergo Flex** hand paddles, **Ergo Buoy** and **Aqua Sling** gear bag.

Power Plate International will showcase the new **Pro6** which unites two proven exercise methods; cable-resistance and vibration

Aqua Sphere's Body Control Swimwear will be on sale in 2011

training by seamlessly integrating patented cable resistance technology. Live classes on the **Power Plate** machine will be available throughout the show.

Exhibitors in the Sport sector include **1st4sport**, a one-stop shop for sports coaching, training and physical education books and resources, **Altro**, a world leading manufacturer and supplier of interior surfaces, **Collison**, the sole UK agents for Best-Hall® Buildings of Finland and **CU Phosco Lighting**, the largest UK manufacturer of outdoor lighting products amongst many other exhibitors. ●



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self service, as easy as

1 2 3

We explain the benefits of online bookings and how they can help your customers and staff

Budget cuts, planning for better cost control and demand for increased revenue brings added pressure to most leisure centres – especially in the public sector, which is very much in the media spotlight.

As a leading supplier to the public sector for almost three decades, Xn Leisure recognises that the leisure industry is typically several years behind the retail sector in terms of technology deployment and customer service innovation. This trend isn't a bad thing as it allows for new technologies and ways of working to be pioneered within the heavy use arena of retail, where the wrinkles are ironed out. Leisure can then adopt the latest innovation with minimal risk, taking advantage of the retail trials and learning from their experience. The downside is the customer perception of leisure facilities: the sense that they're not investing in technology to enhance the customer experience.

In the latest trend of 'living in the cloud', with a shift towards online shopping – even Amazon is jumping on the bandwagon of grocery deliveries – Xn Leisure is leading the way. Xn Leisure has already seen chip and pin installations go through the roof in a very short period of time, and recognised some time ago the need to bring new self-service elements to the market for 2010, when the market would be more receptive. It has therefore launched a new self-service journey, from online to self-service kiosks.



Xn leisure's solutions empowers members to book and purchase at a time convenient to them

Having spent time understanding what works and what doesn't work in various self-service applications across retail, travel and entertainment deployments, Xn Leisure is set to launch its new solutions at LIW. In an age where time is at a premium, the market is now ready to embrace these self-service technologies, which should be viewed

as an extension to the customer service offering, helping to reduce transaction times and speed up queue processing.

Xn already has multiple sites investing in several kiosks, linked through to online functionality, to allow members to book online, check themselves in and even renew their memberships.

Virtually overnight, partly fuelled by market pressure and influenced by the need to save money, self-service elements in leisure facilities and online functionality are being viewed as the next progressive step for our industry and are already being relied upon by early adopters as demand increases.

"SELF-SERVICE ELEMENTS AND ONLINE FUNCTIONALITY ARE VIEWED AS THE NEXT PROGRESSIVE STEP FOR THE SECTOR"

1 online bookings

Whether at home, at work or via access points in the

community, your sessions, courses and activities can be booked online, any time of the day and night – or whenever you allow.

Real-time online booking is designed to complement existing services and offers an alternative to telephone booking. This provides for greater social inclusion for those who ordinarily cannot book over the phone due to disabilities such as impaired hearing. Online booking also provides an information service and alleviates pressure from your front desk, allowing your front of house to be truly service orientated.

The online solution is already integrated with major payment partners for ease and speed of deployment, and for easy configuration to your financial systems, for a total solution.



self-service is a journey

In a convenience age, with time at a premium, self-service is now widely accepted – an everyday occurrence.

People are increasingly familiar with web and self-service technologies and the benefits it brings. A self-service journey will take the form of booking online, direct access to facilities (no queues) and automatically re-booking, leading to improved customer satisfaction.

Kiosks have become 'virtual receptionists' and a properly conceived deployment can better leverage your existing resources, control costs, and increase profitability and efficiency.



2 kiosks

Kiosks play an important role for customers, from their arrival – to check-in

for a course – right through to re-booking a session for the following week, or self-service purchasing of activities. Xn's self-service applications are deployed on robust, tried and tested technology with optional payment solutions.

Focusing on simplicity and ease of use, speed of transaction is paramount to a successful deployment and an enhanced customer experience. Customer feedback functions complete the solution for a fully-rounded product set.

online membership

Extend your sales team with the addition of online memberships.

Visitors to your website will be able to join online, easing the burden on your front of house operations. Once joined online, your new members will validate their membership on-site before using the facilities.

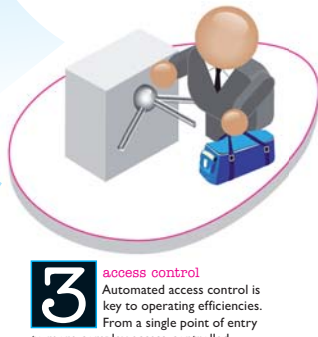
To extend the functionality of online memberships, your members will also be able to renew their memberships themselves, aiding your cashflow and allowing members to renew at their convenience – at a time which best suits their lifestyle.

3 access control

Automated access control is key to operating efficiencies.

From a single point of entry to more complex access-controlled solutions, including remote door, health suite or changing rooms controlled by gender, Xn provides a secure monitoring system for fast-track usage.

Integrated software logs access attempts for members/customers entering, allowing multiple swipes to be viewed simultaneously, with declined access flagged up for ease of identification. Prompts alert reception staff to any pertinent messages and account warnings. Latest technology allows for 'plug and play' hardware, based on network points supporting mag-swipe, barcode and proximity, subject to hardware installation.



Tel +44 (0)870 80 30 700

www.xnleisure.com



EXHIBITOR
NEWS

2010

ALTRO LIMITED

Tel: +44 (0)1462 707604

www.altro.com

Altro is a world leading manufacturer and supplier of flooring, walling, ceilings and doors kits. The company supplies hygienic, safe and practical solutions for all interior environments – without compromising on function or design. A vast product range features traditional and contemporary, textured and smooth coverings, all in a wide palette of colours. Altro's customers operate in the education, healthcare, pharmaceutical, retail, sports, leisure, hospitality and food and drink sectors. Altro is leading the way in sustainable manufacturing and is the first safety flooring manufacturer with the facility to recycle safety flooring in house, making it more sustainable.

Section: **Leisure Facilities****BATTLEFIELD SPORTS**

Tel: +44 (0)1237 424444

www.battlefieldsports.com

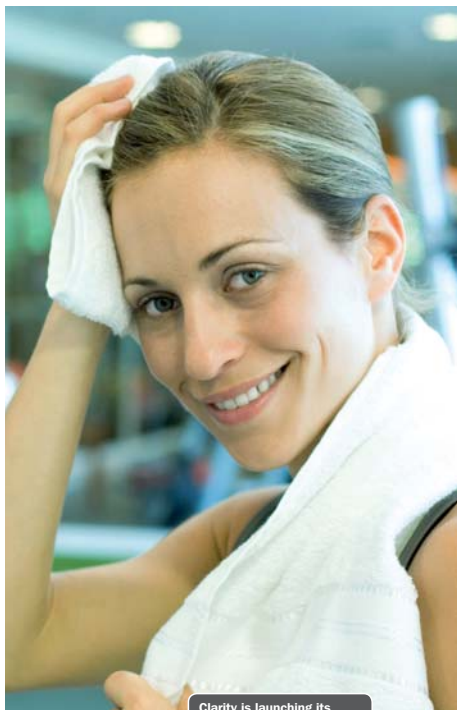
We're the world's leading manufacturer of infra red combat equipment and urban inflatables. Our groundbreaking S*A*T*R system gives real time hit feedback with no additional hardware, letting you set up a business which has a high income

profit yield which is totally scalable in either casual or organised groups, with 100s of players at once. Battlefield Sports' Infra-red gaming guns can be used safely both indoors and outdoors.

Section:

Play & Attractions

Battlefield Sports makes infra red combat equipment and urban inflatables



Clarity is launching its new leisure management system at LIW 2010

CLARITY

Tel: +44 (0)1732 525870

www.claritycommerce.com

Clarity's software helps leisure, hospitality, retail and entertainment companies to win and retain customers.

ClarityLive is the exciting new LMS being unveiled at LIW. It improves customers' interactions and experiences by helping staff to process and track transactions more efficiently. This solves problems such as long queues, slow customer service, lack of reliable information and poor co-ordination of sales channels.

Clarity brings fresh thinking to leisure management challenges. The company applies its expertise in leisure, as well as other sectors, giving businesses the tools they need to gather and interpret customer information, reduce costs, increase business control and boost profits.

Section: **Leisure Facilities**



30 YEARS OF INNOVATION... REVEALED

At Pulse we are extremely precious about our history and proud to be celebrating thirty years of innovation and technical excellence, with the launch of our new 'Fusion' range of cardiovascular equipment.

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years
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LCD & Plasma Screens
In-house Messaging & Promotions
Cardio Entertainment Systems
PA Systems



For more information please call

Tel: 01945 476973

Exhibitor News



Connect, an innovative membership retention tool, will be on display on stand F29 at LIW

CONNECT - MAKING RETENTION SIMPLE

Tel: +44 (0)7771 902300

www.makingretentionsimple.co.uk

Connect is a simple to use, innovative membership retention tool. As an experienced leisure operator, Aquaterra Leisure has identified the barriers affecting consistent gym use through feedback from managers and fitness teams. This has been incorporated into an IT solution which is achieving positive results in transforming service delivery on the gym floor.

Find out more about the Connect membership retention tool at www.makingretentionsimple.co.uk or visit stand F29 at LIW.
Section: **Health & Fitness**

CREATIVE FITNESS MARKETING

Tel: +44 (0)870 270 6667

www.creativefitness.net

Creative Fitness Marketing is once again heading up the educational sessions and party for IOU at LIW in September.

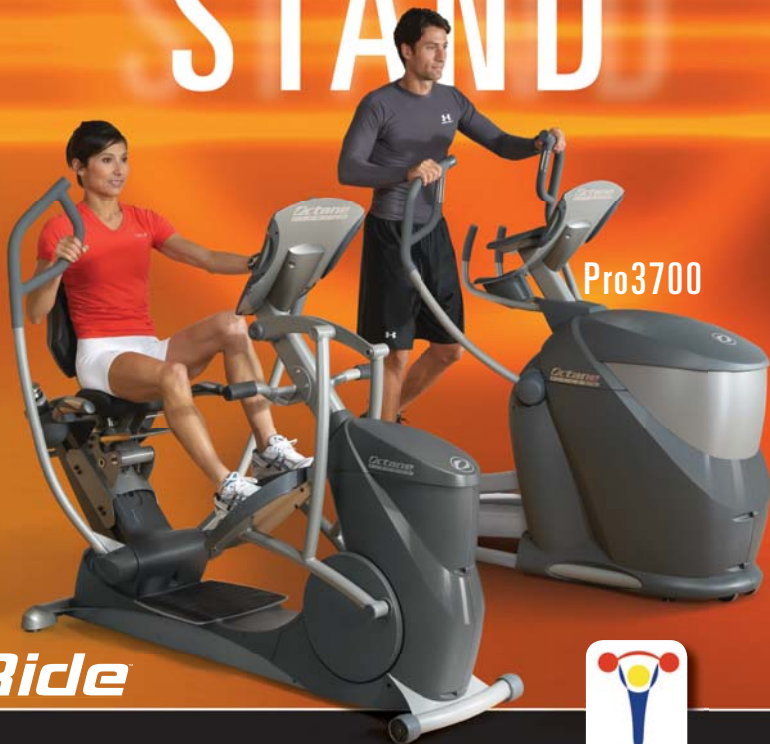
"After the most successful gathering of Independent Operators ever assembled in 2009, LIW 2010 is going to be bigger and even better for independent club owners, with over 800 people expected to enjoy the sessions, networking and the party" says Dave Wright, President and CEO of Creative Fitness Marketing.

Section: **Health & Fitness**

Creative Fitness Marketing will be partying at LIW



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Neil Campbell 07799 475366 Stand H240 at LIW.



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Exhibitor News



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- Increase bone mineral density
- Decrease DOMS
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- Help Fibromyalgia
- Benefit people with diabetes
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The VibroGym helps to

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- Retain members
- Set up new classes
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- Keep staff interested
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"I use vibration training before and after training because it allows me to **train harder and recover faster**. There has been a lot of international research done on vibration training showing that it **greatly reduces Delayed Onset Muscle Soreness** and that it can give me improved flexibility and jumping power in **much less time** than conventional training."

Tatiana Grigorieva, Olympic Pole Vault Silver Medalist

www.vgymuk.com
Dan Fivie 07709169997



Cybercoach makes dance mats available to wheelchair users

CYBER COACH

Tel: +44 (0)845 869 2848

www.cyber-coach.co.uk

Cyber Coach launches a new dance mat at LIW, specifically designed for special needs players. Designed to rest on the lap of a wheelchair user, the intelligent buttons respond to the presence of a hand or foot and the speed of movement and adjust the game appropriately.

MD of Cyber coach, Glen Jones commented: "While keeping the focus on fun, we believe the right way forward for kids fitness equipment is to include everyone."

Section: **Health & Fitness**



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www.dalesauna.co.uk

Dalesauna has been supplying the leisure industry for over 30 years and during that time the product range has grown from the simple pine sauna to include steamrooms, spa and hydro pools, feature showers and foot spas, and a wide variety of heat experience rooms such as Rasul mud chambers, aromatherapy and salt vapour rooms.

In addition, Dalesauna offers unrivaled after sales support, with 10 fully qualified electricians nationwide, offering both repair and planned maintenance. Dalesauna also offers a huge range of consumables and chemicals for the swimming pool and leisure club market at very competitive prices. Call on our stand P15 to see what offers we have available for LIW.

Section: **Pool & Spa**

Dalesauna is celebrating 30 years in the industry



Discover the Future of Fitness

Your members expect the latest technology to get the results they want – and fast. The new Power Plate® pro6™ model with proMOTION™ technology is the innovative fitness concept that combines Acceleration Training™ with cable resistance, so your members can perform a complete total-body workout using just one piece of equipment. The cables extend more than two metres in any direction, and have two resistance settings, offering a virtually limitless range of dynamic exercise options.

Experience the pro6 machine yourself by visiting us at Stand HF1, at LIW.

For more information call 020 7586 7200 or visit www.powerplate.co.uk



We provide all the necessary tools to market Power Plate equipment to your members, as well as on-site workshops and ongoing REPS accredited training for your staff.



Bringing the outdoors to your youth activity zone

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Freedom Climber gives kids a great fun activity whilst providing fundamental fitness benefits, such as total body & core muscle development, co-ordination, flexibility and balance.

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No gimmicks... just good clean fun!

Call 01483 559785 for a demonstration or email info@freedomclimber.co.uk for more details

View the video at www.freedomclimber.co.uk

As featured on the GADGET SHOW



See us at LIW Stand H249

Revolutionary Products

European Distributor for Freedom Climber



Exhibitor News



Dynamic Activity will be showing its Vert-Osc technology

DYNAMIC ACTIVITY

Tel: +44 (0)1256 316180

www.dynamicactivity.com

Dynamic Activity is exhibiting the unique and innovative bodycore functional training platforms. Developed for functional training, bodycore can be used in conjunction with a variety of other fitness equipment, gaining unparalleled results.

Using Vert-Osc technology, bodycore's natural vertical movement uniquely accentuates the power of gravity to increase intensity without compromising technique; delivering safe, fast and effective results, while promoting full dynamic movement. The complete range of platforms is being showcased on stand H89.

Section: **Health & Fitness**

ESCAPE FITNESS

Tel: +44 (0)1733 313 535

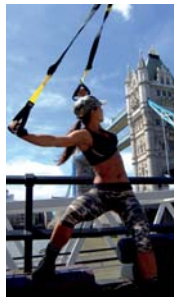
www.escapefitness.com

Every year Escape's passion for fitness takes the company to new heights and the same can be said for its LIW 2010 stand.

Lucky Escape visitors can expect new training ideas, business boasting workouts, profitable programme advice, new Move It spaces, tougher challenges, exciting demonstrations, the unmissable launch of the new TRX, a celebrity surprise and much more.

The fantastic Escape team will also be there getting you motivated to Move it!

Section: **Health & Fitness**



The Escape Fitness team will get you motivated!

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Tel: +44 (0)1226 779956

www.expertticket.co.uk

Expert Ticket is an easy to use innovative system that provides customers with a fast, efficient and convenient way to visit attractions, events and festivals, with no extra costs or charges over and above the advertised ticket price.

The modular approach means attractions can choose to incorporate online ticketing, admissions, retail management solutions and access control, or a combination of these appropriate to your business. The system is fully HMRC compliant for gift aid processing.

Section: **Play & Attractions**



Fight Fit will
launch its new
training licenses
at LIW this year.
Visit the company
on stand H405

FIGHT FIT LTD

Tel: +44 (0)207 788 7825

www.fightfit.co.uk

At this year's LIW Fight Fit, the UK's number one in Boxing for Fitness, officially releases its license to gyms and health clubs nationwide, giving gyms the opportunity to deliver Fight Fit 6-week Boxing for Fitness courses to existing members, attract new members and boost revenues.

To offer your first Fight Fit course free of charge visit Fight Fit at stand H405 at LIW or contact Fight Fit on 020 7788 7825.

Section: **Health & Fitness**

Athena Locker Range

elegance without compromise

The locker of
choice for both
wet and dry
leisure
changing areas

**Launching Athena
Range at LIW 2010.
Join us at stand F55**

Garran 
leisure solutions

www.garranleisure.co.uk
email: sales@garranleisure.co.uk
telephone: 08456 588600

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Visit us at
Leisure Industry Week
21-23 September 2010
NEC Birmingham, UK
Stand F26

(+44) 01527 870875

UKSales@RetentionManagement.com
www.RetentionManagement.com



Fitness Mad will display a range of fitness equipment for Pilates, yoga and studio workouts

FITNESS-MAD

Tel: + 44 (0)1386 859 551
www.Fitness-mad.com

Fitness-Mad is exhibiting its Studio Pro range of top quality, innovative fitness equipment, designed for safety, durability and ease of use by PTs and in commercial fitness environments.

All products combine market-leading performance with excellent value. Fitness-Mad is a specialist in fitness equipment and accessories for core stability, resistance, strength, boxing, yoga and Pilates. Also see an extensive range of studio, yoga and Pilates equipment from the company's market-leading sister brands
Section: Health & Fitness

FOCUS TRAINING

Tel: + 44 (0)333 9000 222
www.focus-training.com

Train your team for less and at your convenience, with Focus Training, the specialists in employee training for the fitness industry. From one-day CPD workshops to a full range of Level 2 and 3 CYQ courses Focus offers great value, high-quality training, tailored to meet your business needs. On dates you choose, expert tutors come to your facility, saving valuable time and staff travel costs, as well as enabling you to qualify for attractive group discounts.

Section: Health & Fitness

Engage new users.
Energize your cardio floor.



Introducing eSpinner®

The most exciting addition to your cardio floor in 10 years! From its embedded touch screen to its virtual Spinning® instructor - It is the newest level in cardio. Now users of all levels can experience the coaching, motivation and intensity of music, video and a virtual Spinning® class whenever they want.

Come and see us at Leisure Industry Week on Stand HF 2 to experience the revolutionary eSpinner®. For more information visit

www.startrac.com/espinner/uk or call +44 (0) 1494 688260.



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- Email training@jordanfitness.co.uk for booking information



See us at stand
Number H 147



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Exhibitor News

LEISURE INDUSTRY WEEK

21-23 Sept 2010 - NEC Birmingham UK



Buyers will visit
LIW 2010 to
research the
latest products
and services

FREEDOM CLIMBER

Tel: +44 (0)1483 559785

www.freedomclimber.co.uk

Freedom Climber: 'Real Climbing - without the hassle'. A revolutionary wall-mounted, dynamic climbing trainer without the need for space, high ceilings or supervision.

Climbing provides a great functional, total body training exercise which is both challenging and fun for adults and kids. Perfect for clubs looking for something different for their members in the gym, studio or functional training area and great for kids zones and interactive play areas. Try FreedomClimbing in the Functional Training Zone at Leisure Industry Week.

Section: **Health & Fitness**

FRUTINA LTD

Tel: +44 (0)2380 211550

www.frutina.com

This year, Frutina will be exhibiting its extended range of drink solutions for the leisure and attractions market.

As well as its standard slush drink, Frutina will exhibit its juice drink slush range. There will also be a new range of postmix drinks available and the company will also be exhibiting a new range of Lavazza Blue coffee Pod machines, which are ideal for a whole range of leisure-related outlets. Visit Frutina on Stand E5.

Section: **Eat & Drink**

ClarityLive

Next Generation Leisure Management Software

ClarityLive is the new, fully integrated software that takes customer experience to a new level. It enables you to connect and deliver the most rewarding interactions possible, encouraging customers to do more, buy more and remain loyal. From core leisure management tasks to bar and food service, ClarityLive excels.

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www.claritycommerce.com

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LEISURE INDUSTRY WEEK

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The Coconut Tree Climb

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See us at
LIW
stand No.
A175

NEWLY OPENED

major high ropes course at Edinburgh Zoo.



Call now for further details on +44 (0)116 2887263 Email: info@innovativeleisure.co.uk
www.innovativeleisure.co.uk

innovative leisure

DID YOU KNOW?

OVER 80% OF GYM USERS SAY MUSIC MAKES THEM MORE MOTIVATED.*

Gyms playing music can have a distinct, profitable advantage over those that do not, helping to keep their existing members satisfied and attract new business.

There is no doubt that music is good for business. The simple act of turning music on can make a huge difference to productivity and sales.

PPL can make music work for you by offering licensing solutions for playing recorded music in public. A PPL music licence will give your gym, health club or leisure centre instant access to literally millions of songs – all for as little as 26 pence per day.

For more information on how to obtain your PPL music licence† visit **ppluk.com** or call **020 7534 1070**.

To find out more on how music can work for you visit **musicworksforyou.com**.



*MusicWorks survey of 2000 people, conducted March 2009

†If you play recorded music in public it is a legal requirement to obtain the correct PPL licence, failure to do so may result in legal action. PPL is different from PRS for Music. PPL collects and distributes money on behalf of record companies and performers whilst PRS for Music collects and distributes money on behalf of songwriters, composers and publishers. Both licenses must be obtained to ensure all copyright holders are fairly paid.



ppluk.com



Garran will launch its range of Athena Lockers at LIW

GARRAN LEISURE SOLUTIONS

Tel: +44 (0)845 6588600

www.garranleisure.co.uk

Garran Leisure Solutions has over 50 years' experience in designing, manufacturing and installing quality lockers.

The new Athena Range has been created specifically for the leisure industry and combines security with strength and practicality. The range comes in two design concepts, Athena Line and Athena Edge, meeting the distinct demands of the sectors.

Athena lockers are perfectly suited to swimming pools and entertainment venues, where resistance to vandalism and ease of cleaning are important factors for specifiers, as well as hotels, health and fitness changing rooms, where quality and aesthetics are the key selection criteria.

Available in a wide range of colours, Athena lockers are constructed with aluminium bodies, complemented by solid grade laminate doors and internal, high-impact polymer shelving. Garran Leisure Solutions is one of a few locker manufacturers capable of offering a complete and tailor made service from design through to manufacturing and installation.

Section: **Leisure Facilities**



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Exhibitor News

LEISURE INDUSTRY WEEK

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show in advance
at www.liw.co.uk

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Tel: +44 (0)1491 201010

www.gladstonemrm.com

Gladstone Health and Leisure, the market leader in the provision of leisure management software, is trusted and chosen by a wide range of health and leisure operators. Gladstones products are endorsed by industry and technology partners worldwide. The company operates offices in the UK, Ireland and Australia, supplying software and services to a wide range of organisations, including leisure centres, health clubs, universities and colleges, charitable trusts, national and international club chains and local government providers.

Section: **Leisure Facilities**

IGO FIGURE

Tel: +44 (0)1887 463 4487

www.igofigure.com

Thousands of fitness facilities worldwide trust the iGo Figure® Software to efficiently manage memberships, point of sale purchases, employee compensation, facility access, billing, collections, member retention and more.

World class software, support and training provide customers the peace of mind they need to focus on members rather than worrying about the back office.

The all-in-one iGo Figure Software includes everything you need and operates in 13 languages with no additional modules to purchase and unlimited upgrades included.

Section: **Leisure Facilities**



INNOVATIVE LEISURE

Tel: +44 (0)1162 887263
www.innovativeleisure.co.uk

Innovative Leisure Ltd is the exclusive UK and European distributor of a range of high-energy, interactive, family attractions suitable for use in a variety of venues, shows and events. The company will have exhibits both inside and outside at this year's LIW. Inside will be a Coconut Tree Climb, DigiWall, an indoor climbing tower, modular climbing panels and a working belay. Outside will be a fully operational Water Wars and various climbing attractions. Innovative Leisure will also be highlighting the latest addition to its range – major High Ropes courses – the first of which opened at Edinburgh Zoo this year.

Section: **Play & Attractions**

Innovative Leisure's DigiWall will be on show at LIW

JORDAN FITNESS

Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

Jordan Fitness launches its 'Jordan Training Academy' at this year's LIW.

Representatives from the Academy will be available to discuss the wide range of programmes that are available.

Jordan will also be introducing its Studio Powerbag. This is a version of the original Powerbag that has been modified for the studio environment. An extra handle has been added for versatility, and each size is colour-coded. Demonstrations will take place in the Functional Training Zone during the exhibition. Come along to the Jordan stand H147, Hall 17 to meet key members of the team or contact sales@jordanfitness.co.uk to find out more.

Section: **Health & Fitness**



Jordan's Studio Powerbag has been redesigned with an extra handle for the studio environment

Back: Bigger: Better:

Making
software
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Stand S40

www.gladstonemrm.com

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- Ozone 0.000 - 2.5 mg/l

www.swan.ch

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Deeping Road · Stamford PE9 4TD · salesUK@swan.ch · Phone 01780755500

Exhibitor News



Leisure Lines will be exhibiting a range of strength equipment

LEISURE LINES GB LTD

Tel: +44 (0)1455 890100

www.leisurelinesgb.co.uk

Leisure Lines will be exhibiting its UK-manufactured equipment at LIW for the first time in 12 years.

The range includes rugged, reliable, unique and highly functional products for developing real-world strength and power through brands which include R2 Strength, Iso-Lever and Unique Strength.

Items on show will include performance stations, freeweight and plate loaded equipment, plus the Powerbag.

Over the last four years, as well as manufacturing for the trade, Leisure Lines has developed a range of equipment solutions for the performance sport, military and uniformed services markets.

Section: **Health & Fitness**

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Tony Barry
Director
Workout Magazine



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CANADA

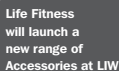


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www.creativefitness.net

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Tel: +44 1353 666017
www.lifefitness.com

Delivering a varied set of exercise experiences for members of all fitness levels is key to the Life Fitness Journey™.

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Section: Health & Fitness



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www.creativefitness.net





Over 300 companies will
be exhibiting at this year's
Leisure Industry Week

MAGIC MEMORIES

Tel: +44 (0)20 3326 1200

www.magicmemories.com

Magic Memories is the established global leader in tourism photography, providing a proven solution to add revenue and marketing reach to tourism attractions.

The company's three guiding principles are improving visitor experiences, increasing yield for tourism attractions and helping them to leverage their brands.

With 15 years' experience, Magic Memories continues to develop and refine leading image capture products and systems for tourism attractions around the world.

The company's range of on-site and online products will exceed visitors' expectations, providing attractions with the perfect final touch. Printed, packaged and presented at the exit, the products are rich with photos and information about the attraction; empowering visitors to share their stories.

Section: **Play & Attractions**



LEISURE INDUSTRY WEEK
21-23 Sept 2010 - NEC Birmingham UK

MATRIX FITNESS SYSTEMS

Tel: +44 (0)1782 644900

www.matrixfitness.co.uk

Matrix Fitness Systems' goal is to make commercial fitness equipment that stands out and sets new industry standards. The company is dedicated to product innovation and engineering solutions based around customers' needs, solid construction, enhanced ergonomics and styling. With Matrix equipment you can expect more.

Innovations set to captivate at LIW this year include: Virtual Active – the UK launch of this revolutionary interactive workout experience on Matrix 7xe CV products. Users can 'escape' to a variety of destinations which they will see, hear and feel, enabling total immersion in this experiential workout. LIVESTRONG® by Matrix Indoor Cycles: This is the UK launch of these new indoor cycles, inspired and endorsed by Lance Armstrong and the LIVESTRONG® Foundation. This partnership is not just about equipment, it's about being part of a community – one that's united in improving health, supporting each other and joining the fight against cancer. Johnny G Krankcycle by Matrix: Focusing on the upper body as a way to build aerobic capacity, strength, endurance and core stability – the latest innovation in group exercise provision. G7 Strength range: Official launch of the extended range of G7 strength products, complete with wireless Fitlinx connectivity solution. Come and see us at stand H103.

Section: **Health & Fitness**



Who are you talking to? Customers who have been interacted with stay at least 6 months longer.

Our simple and innovative membership retention tool:

- Monitors attendance
- Targets interactions
- Measures effectiveness
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Industry Week
Stand F29

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A wide range of sport and leisure facility providers will be on show at LIW

NEPTUNUS LTD

Tel: +44 (0)845 180 4001

www.neptunus.co.uk

Are you going to rebuild, and do you need access to substitute accommodation in the meantime? Has a fire or other calamity occurred, which means you have to quickly restart your business in emergency facilities? Or do you have short-term requirements for some temporary extra space? If so, Neptunus can help. The company is a specialist in the design and installation of temporary structures and semi-permanent buildings.

Any application you can think of is possible, whether you need semi-permanent sports facilities, a temporary solution to cover your existing outdoor area, or a large multi-day sports tournament.

Due to the very short delivery and assembly time, as well as flexible dimensions, a clear span of up to at least 60m, and the look and properties of a permanent building, all these things are possible. Semi-permanent building can be hired, leased or bought for a period of several weeks, months or even years.

Section: **Leisure Facilities**

OCTANE FITNESS UK LTD

Tel: +44 (0)7799 475366

www.octanefitness.com

Octane Fitness is a premium, x-trainer-only supplier with a difference. The Pro3700 IFI model is the first elliptical x-trainer to receive IFI Stage 2 accreditation, making it ideal for beginners and IFI users. The Pro3700 has a smaller footprint, while offering far more variety to personal trainers. It includes the revolutionary Converging Path and MultiGrip handlebars, which give greater choice, comfort, and variety and replicates the natural path of the body. The Arm Blaster programme offers a serious upper body challenge, while the Glute Kicker programme does likewise for the lower body. The new 'seated x-trainer', the Octane xR6000 is unique and very different from anything in your gym. It can be very easy for the de-conditioned user or incredibly tough for advanced users. It can be used for lower body only, upper body pushing only, upper body pulling only or for a total body workout.

Section: **Health & Fitness**

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www.powerbag.com

www.leisurelinesperformance.com

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Exhibitor News

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Tel: +44 (0)1782 714300

www.omniticket.com

OmniTicket Network is a system developer, integrator and consultant specialising in comprehensive turnkey solutions for ticketing, access control, reservations, pre-sales, internet sales, retail point of sale and inventory control operations. With a comprehensive integrated approach to venue management OmniTicket has been the industry leader and innovator since 1986. OmniTicket Network now part of the Best Union Group and is the solution of choice for venues of all sizes with a proven track record globally.

Section: **Leisure Facilities**

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www.openfrontiers.co.uk

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Section: **Play & Attractions**

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www.vennersys.com



VENPoS



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Pellikaan has built
over 500 swimming
pools across Europe

PELLIKAAN CONSTRUCTION LTD

Tel: +44 (0)20 8392 9536

www.pellikaan.com

Over 900 leisure centres with more than 500 swimming pools in Europe: an impressive portfolio. Pellikaan specialises in designing and constructing sports facilities and commercial buildings including schools, offices and hotels. The company has the experience and expertise to design, co-ordinate, and complete every aspect of construction projects. Pellikaan can be involved from the very first design or work with the client's architect to fine-tune the drawings and carry out the construction works. Pellikaan's know-how and experience have led to all UK projects being handed over on time and on budget. Visit Pellikaan on stand F36 at LIW 2010.

Section: **Leisure Facilities**

PHYSICAL COMPANY LTD & GRAVITY UK

Tel: +44 (0) 1494 769 222

www.physicalcompany.co.uk

Physical Company is launching its new 2010/2011 product catalogue at this year's show.

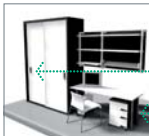
Hundreds of innovative, forward-thinking fitness products are included, and you're welcome to come by and pick up your free copy from stand H25 during the show.

You can try the new Flowin' Friction Trainer and check out the new Club Storage Racks. In addition, GRAVITY UK is exhibiting on stand H25, so come along for your free demonstration on the Total Gym GTS and the IFI accredited Total Gym Power Tower.

Section: **Health & Fitness**

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Exhibitor News



**Power Plate International
is launching proMOTION
technology at LIW**

POWER PLATE INTERNATIONAL

Tel: +44 (0)20 7586 7200

www.powerplate.com

Power Plate International continues to lead the way in Acceleration Training™, as visitors to this year's Leisure Industry Week (LIW) can experience firsthand when they try the newest fitness innovation – the Power Plate® pro6™ with proMOTION™ technology. The new pro6 unites two proven exercise methods; cable-resistance and vibration training for the first time ever, by seamlessly integrating patented cable resistance technology.

"The incorporation of proMOTION technology into our new pro6™ model offers a results-proven system, to deliver a true total-body workout," says Guus van der Meer, founder and chair of Power Plate International. proMOTION features high strength Vectran® cables which transfer the vibrations directly to the muscles, whilst also offering resistance training benefits. This combination of resistance and Acceleration Training offers the ultimate total body workout.

Section: Health & Fitness

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www.renco.co.uk



PPL says paying to play music is a legal requirement

PPL

Tel: +44 (0)207 534 1000

www.ppluk.com

PPL is the music licensing company that provides convenient solutions for businesses that play recorded music in public.

A PPL licence can cost from as little as 14 pence per day and there are a number of different tariffs available to cater for every type of business. It's a legal requirement to have a PPL licence and it is the responsibility of the business owner to ensure they have the correct licence. Failure to do so can ultimately result in legal proceedings.

Playing music in your leisure establishment can have many rewards, it can increase staff productivity, keep clients energised and improve atmosphere. There are also financial benefits, with 85 per cent of gym users willing to pay 5 per cent more for membership at a venue that plays music. More information can be found at musicworksforyou.com

Section: **Leisure Facilities**

PRECOR

Tel: +44 (0)1276 404901

www.precor.com

As a global supplier of class-leading fitness solutions, Precor is dedicated to providing a superior member experience.

Having introduced the original elliptical fitness cross trainer 15 years ago, as well as the world's first Adaptive Motion Trainer (AMT), Precor is a proven category innovator, with an unparalleled reputation for quality, excellence and innovation. This year, at LJW, Precor is proud to be launching two new bikes, to complement its already extensive range of fitness equipment solutions.

Section: **Health & Fitness**





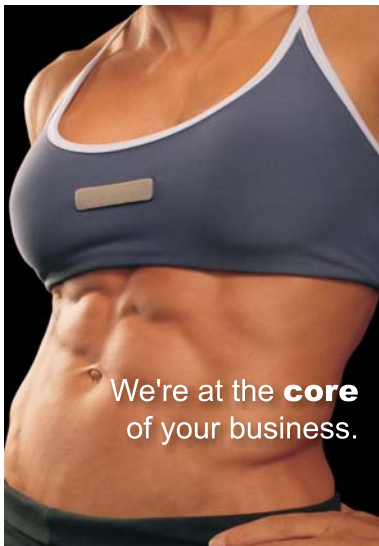
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stand F10



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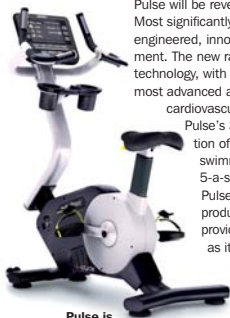
Tel: +44 (0)1260 294600

www.pulsefitness.com

Pulse will be revealing 30 years of innovation at LIW 2010. Most significantly with the proud unveiling of the intelligently engineered, innovative 'Fusion' range of cardiovascular equipment. The new range combines the very latest in audio visual technology, with unique 'Green' features, making it one of the most advanced and environmentally responsible ranges of cardiovascular equipment available on the market.

Pulse's 30th anniversary also marks the completion of the company's first environmentally 'A' rated swimming and leisure development and its premier 5-a-side soccer complex. All this, combined with Pulse's exciting range of children's interactive fitness products, shows that the company's commitment to providing a total leisure solution is as strong today as it was thirty years ago. Pulse truly believes leisure operators will be amazed by the unique, cost-effective, innovative leisure and fitness solutions they can see, trial and discuss if they visit Pulse on stand H100.

Section: Health & Fitness



Pulse is
celebrating its
30th anniversary

RENCO NETS LTD

Tel: +44 (0)1472 241289

www.RENCO.CO.UK

Renco Nets was established in 1988 and is a supplier to various industries such as leisure, sport, fishing, industrial, waste disposal and many more.

The company is now a main supplier of braided polyethylene, polypropylene knotless netting in flame retardant and non flame retardant, twine and all kinds of rope nets for indoor and outdoor play areas. Our newest products are antilimb netting, which is flame retardant, and knotless rope nets.

Section: Play & Attractions



SAFE SPACE LOCKERS LTD

Tel: +44 (0)870 990 7989
www.safespacelockers.co.uk

Safe Space Lockers was launched to provide lockers, cubicles, locking systems and washrooms to the entire leisure industry. The company's products are all manufactured in the UK so it can offer quick lead times, very innovative designs and competitive pricing to purchasers.

Safe Space Lockers has a mission statement to deliver the most appropriate solution to the client – with integrity and honesty. The company's primary concern is delivering the project in the agreed time and within budget.

Section: **Health & Fitness**

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Tel: +44 (0)1344 300022
www.scifit.uk.com

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Fit-Quik combines the company's unique isokinetic power program with bi-directional resistance and interval training to provide an effective workout. No need for key systems, software, charts or lengthy explanations. Just select Fit-Quik and go!

For more information please contact SCIFIT Ltd UK or visit the company's website at www.scifit.uk.com

Section: **Health & Fitness**

SPEEDO INTERNATIONAL LTD

Tel: +44 (0)115 9105111
www.store.speedo.co.uk

Speedo is introducing its Sea Squad product range at this year's event to showcase the new Learn To Swim range. The company is also promoting swim fitness aids, from weightbelts to dumbbells and even its market-leading Aquabeat waterproof MP3 player! Speedo will also show a fantastic range of training aids with cutting-edge BioFuse technology, as well as its core essentials range. Make sure you visit Speedo on P22 to find out more!

Section: **Pool & Spa**

Speedo is showcasing its new Learn to Swim range at LW 2010

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Exhibitor News

LEISURE INDUSTRY WEEK
21-23 Sept 2010 - NEC Birmingham UK



Sportsoft will be showing its web-based management system at LIW

SPORTSOFT UK LTD

Tel: +44(0)1423 873873
www.sportsoft.co.uk

Would it not be an improvement if your website could handle membership renewals and join new members? This would not only provide revenue 24/7, but also free up staff at reception.

Add the ability to book classes and a content management system, which lets you update the website and you will benefit on all fronts. SportSoft has developed such a system, so why wait? Call us to find out more.

Section: **Leisure Facilities**

SUNTRAP SYSTEMS

Tel: +44 (0)121 428 1155
www.suntrap-systems.co.uk

Suntrap Systems has supplied its fully automatic Portable Pro swimming pool lift to a temporary pool, which was officially opened by Duncan Goodhew in Coventry at the end of August.

The pool – the largest temporary swimming pool so far constructed in the UK – was installed by Bury-based Total Swimming and will stay open for 12 weeks while the nearby Xcel Leisure Centre undergoes a refurbishment.

Suntrap's lift is powered by a 24V rechargeable battery and operated by waterproof remote control, which requires no fixings in the poolside, making it ideal for this temporary location. It will provide access for disabled swimmers during the lifetime of the installation and once the refurbishment is complete, will be installed in the leisure centre's swimming pool.

Suntrap will exhibit the Portable Pro on Stand P105 in Hall 18 during LIW, along with two other budget-priced lifts with alternative seating options and a new transporter cradle.

Section: **Pool & Spa**

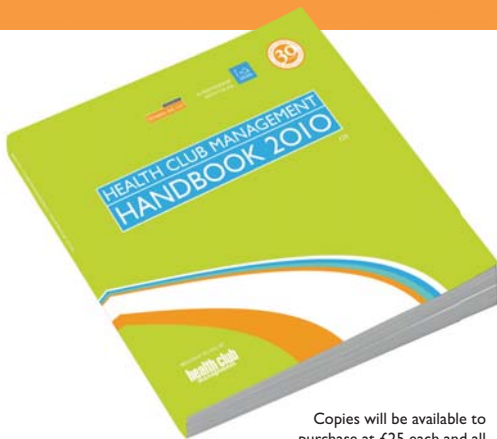


LEISURE INDUSTRY WEEK
21-23 Sept 2010 - NEC Birmingham UK

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Section: **Health & Fitness**

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www.ultrabody.co.uk

Ultra-Body and DY Nutrition offer a one-stop-shop solution to all your supplement needs, from everyday to sporting use.

Products have been designed specifically for the health and fitness industry and for all kinds of exerciser, from class enthusiast, swimmer and athlete to health-conscious parent or strength trainer, the bespoke product choice offers nutritional formulas of the highest quality.

Direct product sampling, member seminars, staff training and incentives are all part of Ultra-Body's service package, alongside marketing tools and campaigns. The company's aim is to help increase revenue for each and every client.

Section: **Health & Fitness**



UltraBody's range of supplements will be on show at LIW 2010

Vennersys
integrates CRM
data with other
transactions



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Tel: +44 (0) 1908 350650
www.vennersys.com

Vennersys creates, delivers and supports VENPoS: a 'designed for purpose' ticketing, EPoS and e-commerce solution for visitor and leisure attractions.

VENPoS seamlessly integrates CRM data with bookings, online sales, Gift Aid management and promotions, making it one of the most powerful systems a visitor attraction can deploy, which is why it is relied on by some of the UK's leading attractions, including Blenheim Palace, Woburn Enterprises and Bristol Zoo.

Section: **Play & Attractions**

VIBROGYM UK

Tel: +44 (0)770 9169997
www.vgymuk.com

With 10 years' of vibration training experience Vibrogym is committed to helping gyms, health clubs, physios, personal trainers and the general public to get the best out of their vibration machines.

Vibration has proved it's not a fad and is now widely accepted in the industry. For more details, visit the website of VibroGym UK, the first company to introduce a whole-body vibration plate to the industry. www.vgymuk.com

Section: **Health & Fitness**

XN LEISURE

Tel: +44 (0)870 80 30 700
www.xnleisure.com

Xn Leisure will launch its exciting self-service modules at LIW, as it continues to support the industry with benefit-packed innovations.

These latest additions will offer better leverage of existing resources, increasing profitability and efficiency and reinforcing Xn Leisure as the leading solutions provider for the industry.

Sessions, courses and activities can be booked online with the XN system, empowering members to book and purchase at a time convenient to them. Online booking is designed to complement existing services, offering an alternative to telephone booking and alleviating pressure on your front desk, allowing your front of house team to be truly service-orientated.

Also on show will be Kiosks which allow customers to self-serve everything from checking-in for a course, right through to rebooking a session for the following week or the purchasing of activities. Customer feedback functions for members and non-members complete the solution. You can extend your membership sales team by allowing visitors to your website to join online, easing the burden on your front of house operations. Additional functionality allows existing members to renew their memberships, aiding your cashflow and allowing members to renew at their convenience.

Section: **Leisure Facilities**

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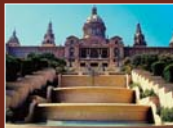
Event Overview

Now in its tenth year, the Annual IHRSA European Congress provides health club owners and operators the chance to gather to discuss the European market, its challenges and opportunities, and the impact the global market has on the region.

This multi-faceted event will include strategy-focused seminars for CEOs and executive staff, as well as an operations track for those who want to focus on the day-to-day running of their clubs. Networking icebreakers, special activities for first-time attendees, focus group discussions, and evening and lunch receptions will give you the opportunity to build relationships with your colleagues from throughout Europe.

Additional Highlights Include:

- Two days of seminars targeting opportunities to help you sustain and grow a profitable fitness business
- Special reception for first time attendees
- **NEW!** Speed Networking sessions
- Keynote presentations by executives from both within and outside the industry
- Tours of some of Barcelona's finest health clubs
- The opportunity to meet one-on-one with leading suppliers to the fitness industry
- **NEW!** Pre-Congress Supplier Seminars
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DIARY DATES

21-23 SEP 2010
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NEC, Birmingham, UK

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Tel +44 (0)20 7921 5200
www.liw.co.uk
21 SEP 2010
LPF Seminar - the Gaming Industry
At the offices of Cushman &
Wakefield, London, UK

This seminar will ask what the future holds for the gaming industry. Speakers include Andrew Buckley from Rank Group and Chris Warren, partner at Cushman & Wakefield.

Contact Michael Emmerson
Tel +44 (0)1462 471932
Email info@leisurepropertyforum.org
21 SEP 2010
Event Management Training Workshop
Kensington Hilton Hotel, London, UK

An interactive one-day workshop designed to help anyone tasked with organising an event. Suitable for those already organising events as part of their job, or those wishing to add events management to their portfolio.

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Fax + 44 (0) 1732 740442
Email gfabian@futurehorizons.com
www.futurehorizons.com/page/62/
Events-Management-Workshop
23-26 SEP 2010
SIBEC North America 2010
Chateau Elan Winery &
Resort, Georgia, US

SIBEC North America is a one-on-one meeting forum between 60 of America's leading club owners as well as suppliers and operators, CEOs and COOs of health, recreation, sports and fitness organisations. Throughout the event, attendees can also meet each other during the breakfasts, lunches, dinners and other networking activities.

Contact Rob Shannon
Tel + 603 529 0077
Email rob@mcleaneventsinternational.com
27 SEP 2010
AA Hospitality Awards
London Hilton on Park
Lane, London, UK

The AA Hospitality Awards draw on the knowledge and experience of the AA inspectorate and other industry professionals involved in the judging process.

Contact Jenny Armstrong
Tel +44(0)1256 494974
Email Awards@theAA.com
www.AAhospitalityawards.com
28 SEP 2010
LPF Seminar - the Pub Market in 2010
The offices of Gerald Eve
LLP, London, UK

The pub market in 2010, as seen from a regional brewer's perspective. Speakers include Richard Burt, commercial and property director at Charles Wells Pub Company and Brian Owen, partner, Gerald Eve LLP

Contact LPF Administration
Tel 01462 471932
Email info@leisurepropertyforum.org
www.leisurepropertyforum.org
06-07 OCT 2010
National Sports Development Seminar
The International Centre, Telford, UK

Please visit our website to register your interest or to find out more details as they become available.

Contact Leigh Griffiths, Marketing and
Events Coordinator
Tel 0118 929 8355
Email leigh.griffiths@ispa.org.uk
www.ispaevents.org.uk
11 OCT 2010
Project Management in Leisure Services
Sobell Leisure Centre, London, UK

APSE, in partnership with the Institute of Sport and Recreation Management, is pleased to announce a new event on managing projects within the leisure service industry. This introductory course is designed to take participants through a five step project management methodology that they can apply to the projects they are involved with.

Contact Ian Wakefield
Tel +44 (0)1509 226488
Email i.wakefield@isrm.co.uk
www.isrm.co.uk
14 OCT 2010
VAC 2010
QEII Conference Centre, London, UK

The annual national conference of Visitor Attractions (VAC) is organised by the industry for the industry. Learn about the latest industry opportunities and evaluate your strategies. If you are an owner, manager or marketer of a visitor attraction, an opinion-former, or a tourism or heritage professional, this conference is aimed at you.

Contact Susan Hayden
Email susan.hayden@congrex.com
Email info@leisurepropertyforum.org
www.leisurepropertyforum.org
20-22 OCT 2010
International Hotel Conference
Hilton Molino Stucky,
Venice, Italy

The 8th Annual International Hotel Conference sees international hotel leaders meeting to discuss finance, development, management, franchises and operational strategies.

Contact Linda Chelmow
Tel +1 610 436 8400
Email linda@lodginglink.com
www.IHConference.com
10 NOV 2010
Business In Sport & Leisure Conference 2010
Lords Cricket Ground, London, UK

The BISL conference is a premier event for the commercial sports and leisure sector. The agenda will include high profile political, business and media speakers including business secretary Vince Cable and Sky's political editor Adam Boulton who will conduct a live interview with a leading politician.

Contact Steve McKenna
Tel 07702680825
Email steve.mckenna@bisl.org
www.bisl.org
15-19 NOV 2010
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Props workshop manager

Building guillotines and wicker horses is all part of a day's work for Mike Garrett, props workshop manager for the National Theatre. He tells Magali Robathan what the job involves

What does your job involve?

At the National Theatre, I manage a staff of about eight full time props makers, as well as some casuals on a regular basis. We provide all of the props for all of the productions at the National Theatre. We also maintain the shows - if props get broken or damaged onstage, it's our job to repair them.

There are three separate auditoriums within the National Theatre, and there are normally two shows running in each theatre at any one time. As well as maintaining these six shows, we'll also be building props for the next show in line, ordering materials and scheduling the build for the next show after that, and costing the third show. So we work on three shows in production, plus the six shows that are on at any given time. It's a lot of hard work!

How does the process work?

I manage the making side of the props workshop. Within the department, each show is assigned a supervisor, who is responsible for running the budget on that show with regards to props. They will decide which props will be bought, and which we should make. They come to me and we cost out the props together, before my team and I start work on them.

What have you worked on recently?

We recently produced the guillotine trick for the play *Danton's Death*, which is based in revolutionary France. At the end of the play, Danton and three of his compatriots get their heads cut off. It was our job to make that look realistic.

Creating the guillotine was quite challenging. We started by making a prototype, which the cast practised on while rehearsing for the show. We then built the real thing, which was a larger version of the prototype. It was a real challenge, as the executions formed such a vital role in the play and the trick had to be completely reliable. If it had gone wrong the audience could have lost their belief in the whole play.

National Theatre facelift

In June, the National Theatre submitted plans for a £70m overhaul in a bid to transform the facilities and open it up to more people.

The theatre has been working alongside architects Haworth Tompkins for the last two years to draw up development proposals as part of its NT Future scheme.

The plans include a new education centre, a new production building and green space outside. The Cottesloe Theatre will be revamped and linked to the main foyers, and ageing technical infrastructure will be replaced.



Mike Garrett in front of the guillotine he produced for the play *Danton's Death*

How did you get into this line of work?

My mother was an artist and I was always very creative. I originally wanted to work in film, but found it very hard to find a route into that. I did three years at drama college, and fell in love with the theatre. I then worked on a freelance basis, in commercial companies producing props for West End shows, and then gained experience managing props workshops.

I have been working at the National Theatre for the past three years.

Is there a play you've worked on that really stands out?

One of the biggest projects we've

worked on is *War Horse*, which the National Theatre co-produced with the Handspring Puppet Company from South Africa. The show was such a success that it moved to the West End, and a New York version is now planned.

We worked with the Handspring Puppet Company to produce the lifelike horses for that show. They are very beautiful pieces. They consist of a sculptural wicker frame lined with a gauze fabric, all built around complex mechanisms to make the horses move as realistically as possible.

What's the best part of your job?

The fact that we are part of the productions and that we get to work across all departments of the National Theatre. We get to work with international designers and directors.

And the worst?

Because we work on so many plays, it can feel like a bit of a production line at times. The job is quite pressurised. ●

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