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West Ham wins 2012 stadium bid

PETE HAYMAN

West Ham United Football Club (WHUFC) has been named as the Olympic Park Legacy Company's (OPLC) preferred bidder for the Olympic Stadium.

OPLC chair Baroness Ford revealed that the Premier League club's bid – developed in partnership with Newham Council – received the “unanimous” approval of board members.

Under plans put forward by WHUFC and the local authority, the Olympic Stadium is to retain its athletics provision after the 2012 Games. Westfield, concert promoter Live Nation, Essex County Cricket Club and the University of East London are also part of the successful bid.

Ford said: “We are confident that this represents the very best legacy for the stadium.”



West Ham United is to make London's Olympic Stadium its new home

The OPLC's recommendation will now go before the government and mayor Boris Johnson, who will take the final decision on the future use of the venue.



The museum has undergone a £46.4m renovation

July relaunch for National Museum of Scotland

PETE HAYMAN

National Museums of Scotland is to unveil the new-look National Museum of Scotland in Edinburgh on 29 July.

Nearly 8,000 objects will be installed in the museum's 16 galleries over the next six months, which will mark the final phase of a major £46.4m revamp of the building.

The National Museum of Scotland's original Victorian interior features have been restored as part of the scheme, while a three-storey learning centre and a new street-level entrance have also been created.

Football clubs show 'impressive resilience'

PETE HAYMAN

Deloitte's latest Football Money League has revealed that the combined revenues of the top 20 highest earning clubs has exceeded EUR4bn (£3.4bn) for the first time.

The top six highest earning clubs has remained unchanged from last year's Football Money League, while England's Manchester City climbed the highest; up nine places to 11th.

Other English clubs included in the list are Arsenal (5th), Chelsea (6th), Liverpool (8th), Tottenham Hotspur (12th) and Aston Villa (20th).

Developer appoints Battersea architects

PETE HAYMAN

Ian Simpson Architects and de Rijke Marsh Morgan (dRMM) have been chosen to design the first phase of Treasury Holding UK's £5.5bn Battersea Power Station development.

The developer has confirmed that Rafael Viñoly will oversee the delivery of the overall regeneration project as architect-in-chief, with the first phase to comprise more than 1 million sq ft (92,903sq m) of new building space in two blocks to the west of the site.

Ian Simpson Architects will be responsible for designing the larger of the two blocks, while dRMM will lead the design of a residential block on the western boundary.



Work is due to begin on the scheme in summer 2012

The appointment of the architects came days after the Battersea Power Station scheme was given the green light by communities secretary Eric Pickles – the project's final planning hurdle. Work is due to start in summer 2012.

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SPORT

Work starts on Dundee complex

PETE HAYMAN

Scottish sports minister Shona Robison has helped mark the start of work on a new £31.5m swimming pool being developed in Dundee.

Dundee City Council (DCC) is behind the proposals for the new complex, which is set to replace the existing Olympia Leisure Centre and due to be completed in September 2012.

Facilities will include an adaptable 50m competition pool; a wave pool; rapid river; dive pool; flumes; and a fitness suite. A multi-storey car park is also to be built as part of the development.

Mansell has been appointed by DCC to deliver the venue, which has been awarded £3m of funding by sportscotland and will help drive up participation ahead of the 2014 Commonwealth Games.



The £31.5m swimming pool complex is due to open in September 2012

Robison said: "This facility will not only increase participation, it will improve performance and deliver a lasting legacy from the 2014 Games. A competition-standard 50m pool, as well as excellent family-orientated facilities, will benefit swimmers in the city and across the north east of Scotland."

£11m revamp for Carshalton leisure centre

PETE HAYMAN

A leisure centre in Carshalton, London, is to undergo an £10.8m revamp after the local authority agreed to proceed with the project.

Sutton Council approved plans for the renovation after considering a report that revealed

Westcroft Leisure Centre would require £4m to remain open if work was not carried out.

Under the plans for the revamp, a new eight-lane, 25m swimming pool and a larger training pool will be created, along with an eight-court sports hall and a 170-station gym.

Hunt outlines new School Games proposals

PETE HAYMAN

Culture secretary Jeremy Hunt has outlined government plans for the School Games tournament in a speech to the Sports Colleges Conference.

Addressing more than 500 delegates from schools across the country, Hunt said the project would give every child the chance to take part.

Under the proposals, 500 schools across nine regions are to pilot an annual School Games Day, which would provide a 'finals' day from a programme of intra-school competition. A rolling programme of leagues and tournaments will help encourage greater competition between schools at town or district level and up to 60 new county or city-level Festivals of Sport



The School Games plans are inspired by Olympic and Paralympic sports

will help show off the best in local competitive sport through inter-school finals.

Details of how to get involved with School Games are to be published in the spring.

Wolves stadium to be revamped

PETE HAYMAN

Wolverhampton Wanderers Football Club (WWFC) has announced that work is to start on the redevelopment of its Molineux stadium at the end of the season.

WWFC chair Steve Morgan has confirmed plans for the first stage of the project to demolish the Stan Cullis (North) Stand and replace it with a new two-tier stand.

Phase One will cost around £16m, which will be funded from existing cashflow, and will see the capacity of Molineux increase to 31,700 in time for the 2012-13 season. Extending into the open north east corner of the ground, the new stand will also accommodate away supporters, currently housed in the Jack Harris Flank.

If WWFC proceeds with the second phase of the project, the total cost of the development



Work is poised to start on the stadium revamp at the end of the season

is set to cost around £40m and will increase the ground's capacity to 36,000.

A new club megastore, a café, a museum, a family information centre and hospitality facilities are also mooted as part of the development. Buckingham Group has been appointed by the club to deliver the scheme.

SACDC 'prioritises' leisure investment

PETE HAYMAN

St Albans City and District Council (SACDC) has earmarked £16.7m towards a new leisure centre in its corporate plan and budget for 2011-16.

The funding will go towards the development of the new Westminster Lodge Leisure Centre, work on which is already underway ahead of a scheduled completion date in 2012. Cabinet members also approved investment for a new facility at Cotlandswick, London Colney, as part of 'priority' plans to enhance local leisure provision.

However, the corporate plan and budget – due to go before full council on 23 February – has set out plans to achieve overall savings of £2.2m between 2011-16.



S&P Architects are behind the Westminster Lodge Leisure Centre design

In a cabinet report, the council has agreed to "providing a new leisure centre, pool, spa and youth facilities at Westminster Lodge by 2012 and a sports facility in London Colney".

Latest stage of Gateshead project complete

PETE HAYMAN

Work on the latest phase of a multi-million pound project to revamp Gateshead International Stadium has been completed.

A new two-storey extension – featuring a café, classroom and hospitality facilities – is

set to be complemented by the refurbishment of existing changing facilities.

Gateshead Council is working with S&P Architects on the scheme, which has already led to the completion of a new canopy for the stadium's East Stand.

Lord Triesman: FA 'backed out' of regulation

PETE HAYMAN

Former Football Association (FA) chair Lord Triesman has claimed the national governing body "backed out from regulating" the domestic sport.

The comments were made as part of the first evidence session for a culture, media and sport committee inquiry into the governance of football.

Lord Triesman claimed that, apart from the issue of on-field discipline, the FA no longer ran the game and had become sidelined by the Premier League.



The centre's steel structure has been completed

Extreme centre taking shape in Hertfordshire

TOM WALKER

Work on Extreme Connexions, an extreme sports and arts venue in Hemel Hempstead, has reached another milestone with the completion of the steel structure.

The centre is due to open in July 2011 and will include a 60 x 15m climbing wall, skate park, indoor caving and a challenging high ropes course.

The facility will also feature a music recording studio, a band rehearsal room and an internet café as well as a teen focused health centre with counselling rooms.

Council reveals preferred Colwyn Bay designs

PETE HAYMAN

K2 Architects have been revealed as the preferred firm to design the building, finishes and features of a Watersports Hotspot on Colwyn Bay promenade.

A design competition for the scheme – part of the Colwyn Bay Waterfront Project – saw a total of six firms shortlisted and put on public display. The top two submissions were identified following the evaluation process before being put to Conwy Council's cabinet, which backed the Liverpool-based group's plans.

Luton's Vauxhall Recreation Club expands gym

TOM WALKER

The independently-owned Vauxhall Recreation Club in Luton has completed an extension of its gym facilities.

The work, which took two weeks to complete, has nearly doubled the floor space of the free weights area while a new TRX suspension trainer has also been added.

Michael Kell, gym manager at Vauxhall Recreation Club, said: "Early feedback tells us that the members enjoy having a much larger space in which to resistance train with an enhanced range of kit."



An extended fitness suite is proposed for the site

£5.8m Aylesbury leisure scheme moves forward

PETE HAYMAN

A £5.8m renovation of Aylesbury's Aqua Vale Swimming and Fitness Centre has moved a step closer after Aylesbury Vale District Council's development control committee agreed to defer and delegate the final decision to planning officers, subject to the completion of a legal agreement.

The 10-year-old leisure centre is to benefit from a new retractable roof over the existing outdoor pool; a second flume in the swimming pool; a new multi-purpose room; and an extended fitness suite.

Mint Hotel Tower of London unveils new fitness suite

PETE HAYMAN

A new fitness suite featuring more than 20 pieces of Life Fitness cv equipment has been unveiled at a new Central London hotel.

Mint Hotel Tower of London has worked in partnership with the supplier in order to develop the facility, which also includes a range of resistance machines.

James Blower, key account manager at Life Fitness, said: "Life Fitness has a long-standing relationship with Mint Hotel and we had already developed a template that was proven to work well."

RBC approves crematorium plan

PETE HAYMAN

Redditch Borough Council (RBC) is to proceed with plans to recycle energy from the town's crematorium in order to heat the revamped Abbey Stadium Leisure Centre.

Members of the full council approved the proposal on 7 February, which will enable work to start on diverting waste heat into the complex.

It is the first project of its kind in the UK and will see 100 per cent of the energy generated from the flue gas cleaning process transferred to the leisure centre.

The scheme forms part of RBC's commitment to decrease its carbon dioxide emissions by around 4 per cent a year, as well as saving £14,560 in annual energy costs.

RBC leader Carole Gandy said: "Throughout we have been careful to explain how the



IMAGE: DYER

Dyer are architects and lead consultants on the Abbey Stadium scheme

technology would work, that it is tried and trusted, and that the practice is quite common in parts of Europe and especially in Sweden."

The environmentally-friendly process is expected to provide 42 per cent of the refurbished Abbey Stadium Leisure Centre's energy needs and will cost £39,000 to implement.

App launched to boost disability sports participation

TOM WALKER

A new service allowing customers to search for disability sports facilities while 'on the move' has been unveiled.

The Leisure Database Company, Splashpath and DisabledGo have teamed up as part of

the new scheme, which aims to deliver more powerful consumer information through Splashpath, the newly launched iPhone app.

Information about where, when and how to take part in sport, combined with full access details on sites, is provided by the service.

Exercise message 'getting through'

TOM WALKER

Up to 95 per cent of people in the UK now recognise that exercise is an essential aspect to living a healthy life.

The figure comes from the ninth annual Health and Fitness Omnibus Survey (HAFOS) from Leisure-net Solutions, which shows that half the adult population would like to be more active.

The report also reveals that the number of people who'd consider using their local leisure centre is up significantly on last year, with more than half (58 per cent) of the sample stating they were open to the idea (when compared to 41 per cent in 2009).

The biggest barriers for people to get more active are the cost of gyms and the perceived



People now recognise exercise as an important aspect of a healthy life

lack of time – 54 per cent of respondents considered a busy lifestyle to be the principle hurdle to exercise, while direct costs rated almost as high (41 per cent).

H2 club planned for London

TOM WALKER

Willmott Dixon Interiors has been appointed to create the first ever H2 Club, specially designed for the growing number of people in London who run or cycle to work.

The first H2 Club will be located in Dufours Place, Soho, and includes 230 secure bicycle parking spaces and 40 showers, allowing members to store bikes and freshen up before going to work. The club will also offer fitness classes and locker hire to offer 'H2 Commuters' the chance to get fit as they travel to work.

The £1.5m development is the brainchild of Piers Slater, the founder of property development company Reef Estates. Slater is planning on developing the concept into a chain across London and believes there is a demand for 20 clubs across central London.



The new club will target commuters who cycle or run to work in London

Warren Troy, director of Willmott Dixon Interiors, said: "The new H2 club will be the first in the world to offer services tailored for the growing number of people who decide to ride, walk or run to work"

The first H2 Club is scheduled to open its doors to the public in April.

Parkwood revamps Exeter leisure centre

TOM WALKER

Parkwood Leisure has completed work on the creation of a new gym at the Riverside Leisure Centre in Exeter.

The new gym, which has cost around £265,000, has been developed in partnership with Exeter City Council, Jamieson Smith Associates (JSA) and Life Fitness.

The 100-station facility incorporates the centre's former bar and function room, which has now created a spacious and much larger environment for members.

Parkwood Leisure managed the scheme to deliver a design which increased the existing gym by 30 stations, along with a refurbishment including new floors, ceiling installations, new HVAC installation, and a new cv theatre.



Life Fitness and Escape Fitness have provided the gym's new equipment

The construction work at Exeter Leisure Centre was carried out by JSA, with Life Fitness supplying its Classic CV and Optimas Series Resistance equipment. Escape Fitness provided the gym's free weights.

New fitness suite opens at revamped Sands Centre

TOM WALKER

A new fitness suite has been launched at the Sands Centre in Carlisle, following a redevelopment of the site.

Work on the venue, which is operated by Carlisle Leisure Limited on behalf of Carlisle

City Council, has included the extension of the health and fitness facilities and the creation of new training zones.

The gym has been re-equipped using cardiovascular and resistance stations that have been supplied by Star Trac.

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ATTRACTIONS & MUSEUMS

Summer opening for Chelsea FC museum

PETE HAYMAN

Chelsea Football Club is to launch a new museum behind the Matthew Harding Stand at its Stamford Bridge ground in London this summer.

Mather and Co has worked on the 670sq m (7,212sq ft) attraction, which will allow visitors to explore the Premier League club's history through interactive displays.

An extensive collection of memorabilia and images will be on show at the museum, as well as the adidas Shooting Gallery offering a tutorial on goal scoring techniques.



Even rides at the park are set to use solar energy

Crealy to become UK's first solar powered theme park

MARTIN NASH

Plans have been revealed for a solar panel installation at the Crealy Great Adventure Park in Devon, UK, which would establish the 100-acre attraction as the UK's first to run its rides with solar power.

The brainchild of Crealy MD Rod Pearson and solar energy company, Low Carbon Solar, the installation will provide enough energy to meet around 90 per cent of the park's needs during the peak summer months, powering everything from catering facilities to the park's roller coaster.

Green light for Hitchin museum funding bid

PETE HAYMAN

Hitchin Initiative has been successful in its bid for £850,000 from the Community Builders' Fund, which is to go towards a new museum for the Hertfordshire town.

The cash will complement £3.5m already committed by North Herts District Council towards the conversion of part of Hitchin Town Hall into the new attraction.

Under the plans, the property's existing gym area will be extended to accommodate the facility – bringing together both Hitchin and Letchworth's museums.

ACE outlines vision for museums

PETE HAYMAN

A 'road map' for the development of the Renaissance museums funding programme in future years has been announced by Arts Council England (ACE).

Working with the Museums, Libraries and Archives Council (MLA), the agency has outlined plans for the future of the scheme and has appointed Sir Andrew Motion – current MLA chair – to its National Council as an observer to ensure greater industry expertise.

Funding decisions taken in 2011-12 will remain the responsibility of the MLA, although any decisions with longer-term implications will be taken in conjunction with ACE. Meanwhile, plans for Renaissance beyond 2011-12 will be revealed in the autumn ahead of the 2012-13 decision making process.



Arts Council has announced the new guidelines for Renaissance funding

Museums will be able to apply for Renaissance funding for 2012-15 in September, with the decisions to be published at the end of the year. The sector will also be consulted in the spring and summer as part of ACE's bid to fulfil the MLA's vision for a reformed Renaissance programme.

Warwick Castle to launch Merlin attraction

PETE HAYMAN

Warwick Castle has revealed plans to open a new attraction inspired by the BBC television drama, *Merlin*, in April.

The Merlin Entertainments Group-run castle is working with show creators and executive producers Johnny Capps and Julian Murphy from Shine TV and FreemantleMedia Enterprises to create the themed experience.

Merlin: The Dragon Tower is to be the first attraction to be inspired by the drama and will feature a magical mirror at the heart of the space to allow visitors to interact with The Great Dragon.

Tim Harrison-Jones, general manager of Warwick Castle, said: "This will be an exceptional visitor attraction, completely in keeping



Warwick Castle's new attraction has been inspired by the BBC TV show

with our reputation as Britain's ultimate castle and designed to wow visitors young and old.

"We are the first attraction globally to have the rights to use the Merlin brand and it will be perfectly executed."

MGS upgrades online help service for local authorities

TOM WALKER

Museums Galleries Scotland (MGS) has updated an online initiative to help local authorities and other organisations plan how they can deliver a quality museum and gallery service in light of budget cuts.

The Choices for Change toolkit – launched in October 2010 – encourages local authorities to look at new ways of working.

New services include self assessment tools for museums to look at what they do well and to focus on what could be done better.

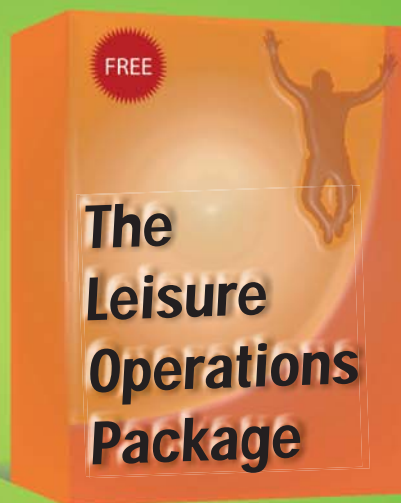
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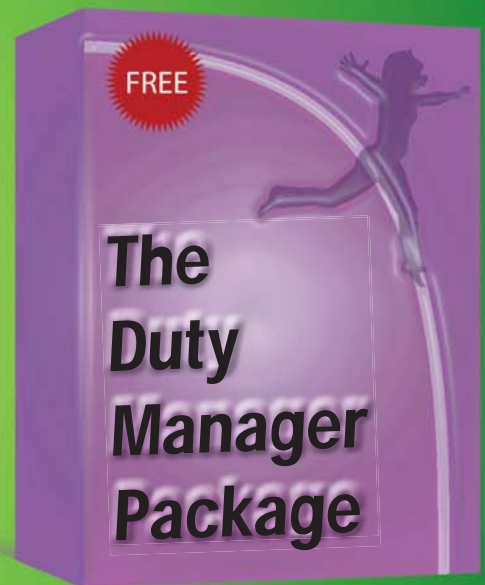


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The Hepworth Wakefield gallery to open in May

PETE HAYMAN

A major new art gallery currently being developed in Wakefield, West Yorkshire – The Hepworth Wakefield – is scheduled to open its doors to the public on 21 May.

Wakefield Council said the launch of the David Chipperfield Architects-designed waterfront attraction would provide a milestone in the regeneration of the area.

Laing O'Rourke is building the new gallery, which will feature an auditorium, learning areas and a garden alongside displays of historic and modern art.



The historic venue is to undergo a major revamp

£4m Stockton theatre revamp plans revealed

PETE HAYMAN

Plans for a £4m revamp of the historic Globe Theatre in Stockton-on-Tees have been announced by Jomas Developments.

The developer is working in partnership with Stockton Borough Council to redevelop the venue, which is set to form part of wider efforts to overhaul the northern end of the town's High Street.

When complete, the restored Globe Theatre will provide a main auditorium with a capacity of around 675 seats or 1,700 standing and 808 balcony seats.

Trust to run King's Lynn's Arts Centre Galleries

PETE HAYMAN

King's Lynn Arts Centre Trust is set to take over the running of the facility's galleries after the plan received council backing.

The Borough Council of King's Lynn and West Norfolk's cabinet agreed to lease the attraction to the newly-established trust, having originally planned to move the galleries to King's Lynn Town Hall.

Plans to go before the full council on 24 February will see the trust take over the running of the Shakespeare Barn; the Red Barn; and Fermoy Gallery.

ACE chair backs new approach

PETE HAYMAN

Arts Council England (ACE) chair Dame Liz Forgan has underlined her faith in the future of the organisation and its new funding approach.

In a speech delivered to the State of the Arts conference on 10 February, Forgan told delegates that the new National Portfolio system will ensure the process is transparent.

The funding structure will replace the Regularly Funded Organisations system from April 2012, with 1,340 groups submitting applications to be part of the new portfolio.

Forgan also stated the importance of art to the country, labelling the sector as "precious a resource as North Sea oil or the coalfields".

"We have been entirely open in our guidance about what will shape these [funding] decisions," she said. "Everyone knows what we



IMAGE: STEVE DOUBIE

Forgan said the sector was as important to the country as North Sea oil

are looking for and we know exactly what we're doing. This time the process is transparent.

"I hope that the criteria on which decisions will be made are equally clear. And I hope that they will be respected by artists and arts organisations because the process of formulating them has been open and collaborative."

Assembly: Laws needed to preserve Welsh culture

PETE HAYMAN

Legislation is required to help ensure that people in Wales have access to local arts provision, according to a National Assembly report.

The cross-party communities and culture committee has recommended that a statutory

duty is placed on local authorities to help support the creation of new arts 'experiences'.

Less focus on purpose-built venues and an increase in investment towards community-based projects have been advocated by the committee to enhance cultural provision.

Long list announced for Art Fund Prize

TOM WALKER

A long list of ten museums in the running to win The Art Fund Prize, the UK's largest arts prize, has been revealed.

The list will be cut to a shortlist of four on 19 May and the winner will be declared Museum of the Year at an awards ceremony on 15 June.

Attractions in the running include the British Museum; Hertford Museum, Hertfordshire; Leighton House, London; the People's History Museum, Manchester; and Mostyn, Llandudno.

Polar Museum, University of Cambridge; the new Robert Burns Birthplace Museum, Alloway, Scotland; Roman Baths Museum, Bath; London's V&A; and Yorkshire Museum, York are also on the long list.



The People's History Museum is among the museums listed for the prize

A new award will also feature under the umbrella of The Art Fund Prize – the Clore Award for Museum Learning. The winner will be named at the same ceremony in June.

HOTELS

Green light for Herts golf hotel

PETE HAYMAN

A historic Grade II-listed manor house in Broxbourne, Hertfordshire, is to be converted into a 95-bedroom luxury golf hotel.

Humberts Leisure is behind the planned refurbishment of Broxbournebury Manor, which is to serve Hertfordshire Golf and Country Club.

A report conducted by Humberts' consulting team found "strong corporate" demand for the hotel, with the country club providing the preferred option.

Former plans for a larger hotel at the site had all been refused; the first by the local authority and the next two upon review by the secretary of state. However, the latest proposals – drawn up with the help of Purcell Miller Tritton – received the green light from both local planners and the secretary of state.



Revised plans for the Grade II-listed manor house have been approved

Humberts Leisure director of planning and consulting Martin Taylor said: "There has been a lot of criticism of the government's localism agenda and how it could stifle development.

"However, here is an example where the secretary of state has empowered a local authority to consider all the matters before them."

Akkeron Hotels acquires Butterfly Hotels sites

PETE HAYMAN

Akkeron Hotels Group has successfully completed the acquisition of 10 hotels from Butterfly Hotels and Crowne Hotels.

The hotels are located in the Midlands and the East of England and are currently operating

under the Holiday Inn Express (three); Best Western (two); and Ramada (five) brands.

Each of the sites, which comprises a variety of leasehold, freehold and management operating agreements, are to continue trading with "minimal changes made".

London set for luxury hotel supply growth

PETE HAYMAN

London is set to benefit from a 27 per cent increase in the number of luxury hotel rooms in time for the 2012 Games, according to new research.

PricewaterhouseCoopers (PwC) found that around 2,400 rooms in 18 hotels are currently either under construction or in the planning stage across the capital. The research also found that some operators seeking to achieve greater profits are looking at a higher suite to room ratio.

PwC head of hotel research Liz Hall said: "Demand should strengthen as the Olympics near but hotels will have to be pro-active with their marketing."

It was also revealed that, while some existing operators in London are expecting some



The reopening of London's Savoy has boosted the capital's luxury sector

impact on trading due to the increase in luxury supply, others see the new openings as creating a 'positive halo effect' that will ensure the capital can compete with other major cities.

Wake up ministers,
and smell the coffee!



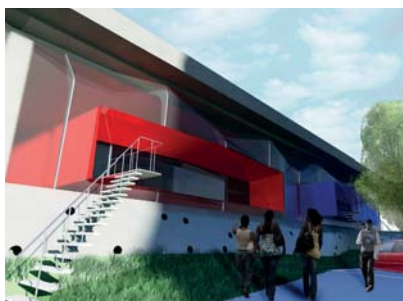
PHILIPPE ROSSITER
is chief executive of the
Institute of Hospitality

According to the Recruitment and Employment Confederation (REC), the UK labour market showed a marked improvement in January, bouncing back from its pre-Christmas slump. Its recent *Report on Jobs*, compiled from recruitment consultancy data and produced with KPMG, found that growth in both permanent and temporary staff placements in January was at its highest level since last summer, and demand for staff also grew at its best rate since June.

REC chief executive Kevin Green said: "This month's *Report on Jobs* shows that economic activity accelerated in January with employers increasing their hiring, albeit not in large numbers. Employer confidence, which up until now has been fragile, is finally starting to harden. This is promising news but there is still a job to be done to ensure that all of society benefits from this renewed optimism. The issue that must now top the government's agenda is how we get the one million young people that are either jobless or not in education into work."

The irony is that the hospitality industry has been highlighting this trend for some time, with its own Sector Skills Council, People 1st, repeatedly saying that over 200,000 new jobs will be created in the sector in the next 10 years. In addition, if one takes into account the normal replacement need, eg. through retirement, career change, or leaving the country, around 1 million people will be required to satisfy the hospitality industry's needs over the same period.

As an expanding sector of the economy, hospitality therefore has the potential to not only meet the employment needs of the jobless, but also to make a substantial contribution to wealth generation for the UK economy. From the government's point of view this cannot be anything but a 'win-win' situation. The facts speak for themselves, but successive governments have consistently ignored the benefits to the wider society offered by the industry. All that is required is for ministers to recognise the industry as mature and buoyant, capable of satisfying many of their key policy objectives.



An artist's impression of the South London site

Work begins on The Link Thamesmead development

TOM WALKER

Trust Thamesmead has started work on The Link Thamesmead, the £5.65m community facility in South Thamesmead, London.

The centre, which will offer a range of leisure and training opportunities for the local community, is due to open later this year.

Among the organisations that will be tenants at the centre include Thamesmead Gym; The Archway Project; The Cave and the YMCA Sailing Club; Theatre Street School of Performing Arts; and the Thamesmead Youth Awareness Project.

£350m Stoke development scheme moves forward

PETE HAYMAN

Plans for a £350m overhaul of the East West Centre in Stoke-on-Trent, have moved forward with the submission of plans for a new bus station as part of the scheme.

Grimshaw Architects have drawn up the designs for the new-look bus station, which is set to occupy the site of an existing car park on John Street.

It forms part of Realis Estate's wider bid to redevelop a city centre site adjacent to the current East West Centre, which will include a cinema and a hotel.

Wrexham dragon 'landmark' plans approved

PETE HAYMAN

A new 65m (213ft) Welsh dragon landmark is to be developed on a site between Llangollen and Wrexham, North Wales, after councillors approved the scheme.

Local businessman Simon Wingett is behind the Waking the Dragon proposals, which have been given the green light by Wrexham Council's planning committee.

Comprising a 23.5m (77.1ft) dragon sculpture located on top of a 41.5m (136.2ft) concrete tower, the landmark will feature a public viewing platform.

New corporation to drive Olympic legacy?

PETE HAYMAN

A new Mayoral Development Corporation (MDC) could be created to "maximise the legacy" from the 2012 Olympics, under new plans put forward by mayor Boris Johnson.

Johnson is mulling plans to reform the existing Olympic Park Legacy Company (OPLC) as an MDC in order to take on some of the work currently performed by other local agencies. In addition to retaining the OPLC's current responsibilities, the new corporation would also have planning powers and help make the most of Games-related investment.

Under the plans, the MDC would come into effect on 1 April 2012 before taking over as the local planning authority in October 2012.



IMAGE: ODA

The OPLC's existing role could be extended under plans for a new MDC

Johnson said: "Enhancing the Legacy Company's powers in this way will help us make the most of that early momentum and realise the fantastic potential of the Games."

£70m Longbridge plans submitted

PETE HAYMAN

Birmingham-based developer St Modwen Properties has submitted detailed proposals for the £70m Longbridge town centre development.

The town centre plans, which will include 80,000sq ft (7,432sq m) of retail and restaurant space, will provide a major mixed-use element of the area's regeneration.

A hotel, the newly-created 2-acre (0.8-hectare) Austin Park and apartments also feature as part of the plans, which would open up the River Rea for the first time in a century.

If approved, the town centre will provide a focal point for the wider £1bn regeneration of the former MG Rover works at Longbridge. Work on the £66m Bournville College – part of the proposed town centre – has already started, and is due to open in September.



The town centre plans forms part of the wider Longbridge regeneration

St Modwen chief executive Bill Oliver said: "The submission of a planning application for the new town centre at Longbridge is a major milestone. It underlines our expertise in taking on large scale projects and provides a clear indication that 2011 will be one of the most active years yet for this important scheme."

Cwrt y Gollen public inquiry commences

PETE HAYMAN

A public inquiry into the mixed-use redevelopment of a former army camp at Cwrt y Gollen near Crickhowell, Powys, has started.

The inquiry will take place at Crickhowell's Clarence Hall after the plans – put forward

by Crickhowell Estates – were dismissed by Brecon Beacons National Park Authority.

Plans for a comprehensive overhaul of the site – including open space and a new home for Crickhowell Tennis Club – were turned down by the authority in June 2010.

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The pilot sites will open at six different cities

Tesco unveils plans to roll out new beauty concept

TOM WALKER

Supermarket operator Tesco has announced plans to roll out a chain of beauty salons and spas at its stores in the UK.

The concept will be trialled at six locations – Wembley, Cambridge Bar Hill, Milton Keynes Kingston, Manchester (Walkden), Leicester and Chesterfield.

The salons will initially offer facials, nail treatments and hairdressing, but if successful, the supermarket giant hasn't ruled out expanding the services it offers.

Andrew Carpenter, beauty category manager at Tesco, said: "We recognise the beauty market is a huge opportunity and we know there is a lot more we can be offering our customers."

Fred Olsen Cruise Lines takes over spa operations

TOM WALKER

UK-based Fred Olsen Cruise Lines (FOCL) will take over the running of its onboard spa offer across its fleet of four cruise ships during spring 2011.

The spas, which are located onboard the ships *Balmoral*, *Boudicca*, *Braemar* and *Black Watch*, will continue to bear the name Atlantis Spa, albeit under the direct management of the cruise operator.

FOCL has also announced that a new team of international spa and beauty specialists has been recruited in order to operate the company's new spa offer, all of whom have been sourced from five-star hotels and resorts around the world.

Nigel Lingard, marketing director at FOCL, revealed that the decision fits in with the company's strategy to increase emphasis on the onboard spas.

"By taking over the running of the spas ourselves, we are in an even stronger position to be able to respond to the needs of our guests, and to provide them with the spa treatments and product ranges that form an important part of their cruise experience," he added.

Rooftop spa for Park Lane hotel

PETE HAYMAN

A rooftop spa designed by architect Eric Parry is to launch on 1 March at the newly-opened Four Seasons Hotel London in Mayfair.

Located on the 10th floor of the hotel, the spa will feature nine glass-walled treatment rooms – each with individual relaxation pods – and will offer views across the city.

A double Sky Suite and an Ozone-treated vitality pool also feature, as well as the 10th Floor Lounge. Dark oak and light stone have been used in the design of the spa, which also uses Parry's 'space in the sky' concept to create a "fluid and diaphanous" environment.

Products supplied by ESPA, The Organic Pharmacy and Omorovicza will be used across a range of treatments, including the hotel's exclusively-designed signature rituals.



IMAGE: RICHARD WATTE/FOUR SEASONS

The Eric Parry-designed spa will open on 1 March at the Park Lane hotel

Four Seasons Hotel London at Park Lane opened its doors on 31 January, and also features the Amaranto dining concept.

General manager John Stauss said: "We're turning the idea of the hotel spa on its head with the upcoming opening of a spa, fitness and lounge area on our top floor."

spafinder.com secures MINDBODY deal

TOM WALKER

SpaFinder has secured a new agreement with software company MINDBODY which will see all 12,000-plus spa and wellness facilities using MINDBODY's services being listed on spafinder.com.

From March, all SpaFinder customers will be able to search MINDBODY's inventory of fitness, yoga, Pilates and martial arts studios and then book appointments online. MINDBODY's clients will also be able to take part in spa and wellness gift card programmes through both SpaFinder and its beauty divisions SpaWish and Glambition.

Pete Ellis, chair and CEO of SpaFinder, said, "We believe opening spafinder.com to companies like MINDBODY, which offer cloud-based



The deal adds more than 12,000 spa facilities on the SpaFinder database

software, truly enhances our customer experience. Consumers will be able to research, compare and book appointments from a number of sources like MINDBODY and SpaBooker on spafinder.com"

Mandara enters the UK and reveals product range

TOM WALKER

Bali-based Mandara Spa has opened its first spa in Europe at the Park Plaza Westminster Bridge Hotel in London. The 700sq m (7,500sq ft) spa has a contemporary edge, but maintains a luxurious Asian feel.

There are nine treatment rooms and the spa will be the first in the world to offer Mandara's home product line alongside its therapies, Elemis treatments and Bliss services. Mandara is a subsidiary of Steiner, which also owns Elemis and Bliss (See *Spa Business* Q4 2010, p54).

Vince Cable issues apprenticeships call

PETE HAYMAN

Business secretary Vince Cable and skills minister John Hayes helped mark the launch of Apprenticeship Week by urging more UK firms to create opportunities.

Speaking in London, Cable reaffirmed the government's commitment to work with businesses to create 100,000 more apprenticeship places by 2014. More than £1.4bn is to be invested in apprenticeships in 2011-12, which is designed to help create a "new generation" of skilled workers to drive the economic recovery.

The government is also looking to end what it calls the "outdated values" that have caused vocational training to be seen as a less favourable option to academic study.



IMAGE: DEPARTMENT FOR BUSINESS, INNOVATION AND SKILLS

Cable has called on more UK businesses to embrace apprenticeships

Cable said: "Some of the most prestigious companies in England – large and small, public and private – employ apprentices and benefit from doing so."

Work starts on former pottery site

PETE HAYMAN

A former pottery works in Stoke-on-Trent, Staffordshire, is to be turned into a new demonstration learning venue – the Centre of Refurbishment Excellence (CoRE).

Shaylor Group has started work on the first phase of the project, which is being delivered by Stoke-on-Trent City Council (STCC), Building Research Establishment and Stoke College.

The regeneration of the 6,000sq m (64,583sq ft) site – designed by PRP Architects

– will feature a 1,500sq m (16,146sq ft) skills and learning venue, which will be constructed on the former West Range and is designed to educate construction workers in 'exemplar' methods of refurbishment.

Other facilities planned for the site will include a BREEAM standard demonstration



Shaylor Group has started work on the redevelopment of the pottery site

facility over two floors of the Enson Works building, while a 250sq m (2,691sq ft) visitor hub is also being proposed.

STCC cabinet member for city development (regeneration) Mervin Smith said: "It means as a city we will be an exemplar location for modern and existing methods of refurbishment."

Scottish Budget boost for apprenticeships

PETE HAYMAN

A further £11.5m is to be invested by the Scottish Government in the creation of 25,000 Modern Apprenticeships in 2011-12.

Under the government's plans, its measures in the draft Budget Bill will ensure a total of

46,500 training opportunities in a bid to help support the country's young people.

Michael Russell, cabinet secretary for education and lifelong learning, said: "This Budget does not allow our young people to become another lost generation."

The need for skills in a growing marketplace



STEPHEN STUDD

is chief executive of SkillsActive

It's no secret that sport and active leisure has not traditionally been seen as a viable career option. Successful careers have been represented by sports professionals such as David Beckham or Paula Radcliffe, with little attention for those who make sport happen at community level.

Job opportunities have grown in recent years with an estimated total of 470,000 people now working across the sector. But it can only fulfil its potential if it has a workforce that is competent and qualified.

We need sport and fitness to meet the challenges of the growing partnership with the health sector. Existing standards state that instructors who work with people with specific needs hold appropriate qualifications at Level 3 – equivalent to A levels. But as more people work out in the gym, we need to ensure employees have the skills to support and advise the public.

As sport and active leisure is increasingly becoming a very popular sector to work in, it is extremely competitive, with around 2,500 vacancies each year and 6,000 graduates striving to fill them. Employers place a huge value on relevant experience and vocational qualifications that degrees do not provide. It is crucial for young people to gain the necessary skills and experience while studying and working part-time. Volunteering is a great way to gain that.

Focusing on vocational programmes is another great way into the sector. There is a Young Apprenticeship programme for 14-16 year olds; the 14-19 Diploma; full Apprenticeships; and foundation degrees to prepare young people through industry experience and vocational qualifications.

It is a fantastic time to be working in this industry; employers need appropriately trained staff as participation levels rise. You don't need a professional 'playing' contract to be a professional in the industry, you do need to be prepared to continuously train and update your skills – with 2012 just around the corner, and a sector that is leading the race through the recession, right now the possibilities are endless.



Leisurely pursuits

What every school leaver looking for a job in leisure should know

If you were planning on leaving school and being able to choose from a range of cushy jobs in the leisure industry, you are 20 years too late. The increased demands placed on people working in the active leisure, fitness, hospitality and tourism sectors mean that there are no longer easy jobs "that a monkey can do". The leisure industry has, for some time now, been populated with professional people who see the sector as a real career choice in which to develop and prosper. Although there is still an element of on-the-job training, it is increasingly rare to progress above the bottom rungs of the career ladder without formal qualifications.

To emphasise the point – more than 70,000 graduates are set to leave universities and enter the job market with sport, leisure or tourism degrees during 2011. Add to that the number of people completing a leisure-related course at a college – or some other further education institution – and you will quickly realise that you will be competing against a lot of talent when job searching.

Qualifications aside, matters haven't exactly been made easier by the recession and the resulting government cuts either. The public sector, which employs the majority of the UK's sport and fitness workers, is bracing itself for massive cuts. As part of these cuts, the government has already axed the Future Jobs Fund, a pathway for many young people wanting to enter the leisure industry armed with nothing but GCSEs.

But don't let that get you down too much. Over the next few pages we have asked

industry leaders for their opinion on the scrapping of the Future Jobs Fund, which helped nearly 5,000 youngsters find jobs in leisure, and how best progress if leaving school with hopes of a career in the sector. We've also included case studies of people just like you who have found a job and asked an employer what he looks for in candidates. But first, let's have a look at your three options.

Straight to work

Going straight to work is, obviously, the quickest way into the industry, and it means that you'll start earning straight away. There are plenty of jobs out there – just have a look at www.leisureopportunities.co.uk and the back of this magazine to find hundreds of them. When looking for a job, having no qualifications is an issue, but so is not having any experience. You can rectify the latter by either doing volunteering work or finding a part-time job to show that you're motivated.

Going straight to work is a risk which is worth taking in certain circumstances – you will start earning immediately and it doesn't mean that you'll never have any qualifications. Most companies now offer on-the-job training and management training courses while some even pay for academic courses if you show the aptitude for them.

Training for qualifications

The biggest decision you have to make is to choose the kind of training you wish to undertake. There are now 34 UK universities

offering three-year leisure management degrees that will equip you with not only sector-specific expertise but a well-grounded academic skill set. It is up to you to decide whether this is what you want or whether your needs are better served with a shorter, but in no way less rigorous, academic award.

Most further education colleges have courses that are either directly leisure-related or will be useful when looking for employment in the sector – such as business studies and management courses.

There is also a plethora of training providers – commercial companies offering professional qualifications – that you might want to consider. Again, have a look at www.leisureopportunities.co.uk for a list of training companies that offer a wide range of training covering all leisure sectors and disciplines.

Apprenticeships

There is a third way to get your foot in the door. Apprenticeships have made a successful comeback in the past few years – not least because they offer employees a risk-averse way of finding staff during times when every penny counts. The trade-off for gaining on-the-job training for you is that you will be expected to work just as hard and well as a full member of staff. However, the benefits are obvious. You gain invaluable work experience, you get paid a minimum of £95 per week and as long as you perform there is no reason why you shouldn't have a secure job at the end of your apprenticeship.

We ask the experts about the Future Jobs Fund and employment



Fred Turok:

Founder of TAG, which focuses on 18-24 year-old jobseekers who want to work in health and fitness



Stephen Studd:

Is the chief executive of SkillsActive, the Sector Skills Council for Active Leisure, and Wellbeing



Nigel Wallace:

Director of training at Lifetime, which provides fitness instructor and personal training courses

How big a blow is the scrapping of FJF for the leisure industry?

Fred Turok: The Future Jobs Fund (FJF) was very successful in helping young people find work in the industry. The Work Programme will be an chance to help more people into the industry, but we will not be restricted to any age group as the government is streamlining all its welfare to work schemes. However, not paying a salary will profoundly impact on young people's motivation to turn up for work. Plus, why would any employer give an unknown quantity a break, when they could choose from the 50 per cent of graduates who cannot find a job? We must heed the lessons learned from our FJF experience. If we don't, the real victims will be the 1 million young people who cannot find employment.

Stephen Studd: When the scheme comes to an end in September, it will have resulted in 4,700 jobs for unemployed long term young people in the sport and active leisure industry. The sector has significantly benefitted from the programme and it has been highly effective. It is a very big loss to individuals. It not only gave them work experience, but also gave them the skills they need to get a job, including the personal and social development attributes employers look for. FJF has increased the quality of young people who have gone on to apprenticeship programmes by getting them workplace-ready and has been an excellent example of how successful a pre-apprenticeship programme can be.

Nigel Wallace: FJF was a strong proposition combining the pre-employment training with the provision of wages. For most employers, whether to engage was a very simple decision! The new scheme has the potential to be equally strong on training but there will be limited opportunity, if any, for wage support.

What would be your alternative to FJF and how would you set it up?

Stephen Studd: I would ensure a focus on pre-Apprenticeship programmes, demonstrating the need for the 'softer' skills such as communication and team working. I would also look to target difficult and under-

represented parts of the workforce. However, Nick Clegg would have to recognise that wages would need to be paid.

Nigel Wallace: Flexibility is the key. There needs to be the capacity to mould the programme to the needs of the individual and provide for the needs of the employer. The Work Programme talks the right language, but there is insufficient detail to make any definitive comments at this stage. Any initiative, however, needs to blend practical skills training with an understanding of the practice and expectations of working life.

How important are apprenticeships to the UK's leisure industry?

Fred Turok: Apprenticeships are a tried and proven method to learn on the job and start assembling the 'professional' building blocks which are essential if you want a successful career in our industry. The apprenticeship model is perfect, because it is so vocational training driven – not just book learning which, if done in isolation, produces qualified young people not fit for purpose.

Stephen Studd: Apprenticeships are the only programme that provide work experience and off the job training in a structured environment. They give people the transferable skills needed to start a career, and provide training to an industry-wide standard. This approach was sorely lacking in the industry before the introduction of apprenticeships, which should also ensure employers and training providers work closer together.

Nigel Wallace: The sector needs a multi-skilled workforce to compete and operate in an ever-changing market. Apprenticeships offer a unique blend of vocational training – including a focus on customer service and sales training, alongside more technical qualifications. The result is more work ready people to deliver excellence in the industry.

Is the government placing enough emphasis on apprenticeships?

Stephen Studd: It's very encouraging to see that the coalition government has maintained

the commitment to the apprenticeship programme and in fact has increased the targets. This builds on the foundations laid by the previous government, which re-introduced apprenticeships to the UK and expanded the programme into sectors such as ours.

Any advice for a youngsters looking for a career in leisure?

Fred Turok: Be prepared to start at the bottom and work hard. Employers want someone who can take constructive criticism and has initiative. You will add value to any leisure business if you are proactive, customer focussed and determined to work hard and succeed. This isn't a 9-to-5 job, but neither is it a dull, dead end job. The industry is growing and you could grow with it.

Nigel Wallace: I would encourage them to browse the vocational options we offer on our website and speak to a Lifetime advisor to attend a selection day to find out more. We have developed a career guide for young people interested in this industry which can be downloaded at www.lifetimehf.co.uk/careers-guide. Additionally, speak to people who are already in the industry at your local gym or leisure centre and ask what experiences they have had in getting qualified and what chances there are for career progression. Find out what they love about their job to see if that meets your goals and aspirations.

What do you look for in a candidate wanting to get on a training course?

Fred Turok: Regardless of previous challenges or lack of qualifications, TAG is for anyone who wants to work hard and get on within an industry where they can grow and see their future. We look for people with a passion for fitness and working with people. Our job is to open that door and help the jobseeker prepare for and succeed in the job.

Nigel Wallace: We look for young people with natural energy and enthusiasm to help and serve others. The leisure industry is a 'people' industry and the most successful team players are those that are great with customers and enjoy a healthy, active lifestyle.

Ask an employer...

Michael Crockett
Managing Director
Soho Gyms



What do you look for in a candidate wanting to work at Soho Gyms?

They must inspire people, be social and out-going, confident, be passionate about fitness with a keenness to learn – they must meet our brand expectation.

Is there a specific level of training you insist on any prospective employee having?

We have employed staff with no fitness qualifications and then trained them up ourselves, but if they want to be on the gym floor immediately they need to either have a sports degree or be at level 2 on the Register of Exercise Professionals (REPs) for a gym instructor or level 3 to be a personal trainer.

How important do you think a higher education or further education degree is for somebody who is looking for a career in the leisure industry?

Any additional qualification will help within any industry including the fitness industry.

In your own experience, how do you think on-the-job training (such as apprenticeships) compares against university degrees in a hands-on industry such as the leisure sector?

On the job training will give practical experience, whereas the majority of universities will be purely theory-based. The job is about serving the customer and exceeding their expectations; experience is extremely important in being able to do that and any amount of theory will not do it.

What would your advice be for a youngster leaving school and wanting to find employment in the industry?

Contact a training provider and gain a Level 2 gym award as your starting point for the gym floor. Get some experience of gym life before moving up the fitness ladder. While studying for personal training, try and seek a work experience role within a gym. We strongly advise this and include this in our Academy CYQ courses

Case studies....

Genna Kelsall - Somerset Leisure

Where do you work? What is your position?

I work at Stanchester Sports Centre in Stoke-Sub-Hamdon as a leisure assistant. It is one of 13 sites Somerset Leisure operate.

What does your day-to-day role include?

My role is varied. From working at reception, meeting and greeting customers, to the setting up and taking down of equipment. My job also involves cleaning, first aid and assisting the other staff with birthday parties and holiday play scheme activities.

How easy was it to find a job?

It was very difficult. I had several part-time jobs since leaving college and applied for 1-200 jobs since leaving my last job, where I had been made redundant.

How did you hear about the Future Jobs Fund and how did you get involved in it?

I heard about it from the local Job Centre and applied through them.

What training did you undertake?

Training has included my three days at work; first aid at work; online health and safety training; customer service training and induction training at Stanchester Sports Centre. I am currently attending literacy and numeracy classes to improve these skills. I

am also just about to start a "Make Your Experience Count" course.

How well do you think your education/training course prepared you for a career in leisure?

I did performing art at college, which gave me the confidence in dealing with different types of people. The training with Somerset Leisure is helping me to gain more skills that are required for the leisure industry.

What advice would you have for young people looking to get into the industry?

You must be enthusiastic, flexible and prepared to work weekends, evenings and during term-time holidays, as this is when the leisure industry is at its busiest. However, it is great fun and very rewarding.

Is there anything you would do differently if given the chance?

I would like to get more involved in the coaching of children.

What are the best aspects of the industry?

Meeting lots of different types of people and being able to help them when they are in the centre. Seeing people having fun enjoying sport and trying new activities.



Ali McQueen - Icon Training

Where do you work? What is your position?

I am currently working for ICON Training as an assistant tutor, delivering programmes such as the National Diploma in Sport (Level 2) and NEET Prevention schemes.

What does your day-to-day role include?

Assisting the tutor in the delivery of the programmes, helping students with completing tasks whilst also ensuring that the group remains under control. Prior to lessons taking place, I get involved with the preparation of lessons but also have opportunities in providing coaching in practical sessions.

What attracted you to the leisure industry?

While completing my Young Apprenticeship in sports management, leadership and coaching at Guildford Spectrum Leisure Complex, it gave me an opportunity to see how practical a job can be in the industry. By combining my love of sport with the qualifications gained from my later stages of school and college, I found that I suited a job in the leisure industry.

What attracted you to this sector?

Teaching and coaching has always been where my strength relies. With my motivated eagerness to adapt my knowledge of

theory in sport combined with a passion for practical active leisure. I thought that working my way to be a qualified tutor would allow me to pursue these ambitions and remain in a sporting environment.

How did you enter the industry? What did you study before getting your first job?

After gaining a National Diploma Level 2 on the Young Apprenticeship Programme delivered by ICON, I went on to study the National Diploma in sport, coaching and management Level 3. This gave me the knowledge to assist in the teaching of the Level 2 Programme while I build my qualifications to make me a qualified tutor to be able to deliver the programme independently.

What advice would you have for school leavers looking to get into the industry?

Have a plan and always look to the near future with new goals to achieve. Remember you're two people – the person people see on paper and the physical and real you. You can't progress in one without developing the other. Finally, gain the experience and pick up as many qualifications as possible.



Leighanne Clifford - Lifetime

Where do you work? What is your position?

Fitness coach at Virgin Active, Nottingham.

What attracted you to the leisure industry?

I love the fast paced nature of the industry, it suits my bubbly personality. I have always been passionate about leisure; since the age of five I attended dance classes regularly and enjoyed being active. I planned to pursue a career in the arts but realised that fitness is key to your health and wellbeing.

What attracted you to this sector?

I believe that, to have a happy and healthy life both mentally and physically, you need to look after your health and fitness levels. Fitness is about so much more than looking good, I want to be able to help others to realise the huge benefits of an active lifestyle.

How easy was it to find a job?

I was very lucky – I was in the right place at the right time. When I was completing my placement as part of my training with Lifetime, I went to a spa for my 19th birthday and got talking to a member of staff from Virgin Active about my placement and the fitness industry. He recommended I speak with the club's fitness manager, which landed me a job as fitness coach.

How did you enter the industry? What did you study before getting your first job?

I was studying dance and drama at college, but as I progressed with dancing I began to understand the affect it was having on my fitness levels. My mum told me about Lifetime's government funded Fitness Instructor Apprenticeship and it sounded fantastic so I applied. My apprenticeship included three weeks of theoretical learning, which was followed by a 12 week placement at a local health and fitness club; the blended learning approach of classroom and on-the-job experience was brilliant. I began my current role just six weeks into my placement so I continued to learn while in a full time position.

What, if anything, would you do differently if given the chance?

I would have studied and researched more; as I said, there is always so much more to learn in this industry, with new equipment coming out all the time. I think I could have benefitted from reading up on new trends a little more, but there is still time!



Tariq Kamel - TAG

Where do you work? What is your position?

I'm working at Nuffield Paddington as a full-time fitness adviser.

What does your day-to-day role include?

I do around four-to-five gym inductions per day, training courses in Health MOT, book new members, do classes, general maintenance, enquiries, building a rapport with members and general customer care. I've also just finished a lifeguard course.

What attracted you to the industry?

As a lifelong fitness enthusiast, working in the fitness industry felt like a natural progression. I wanted to work somewhere where there was a positive atmosphere, where people had made the active decision to work towards being healthy. In the fitness industry I feel part of a team.

How did you hear about TAG?

I was told about TAG by my local Jobcentre Plus at Ladbroke Grove.

How well do you think TAG prepared you for a career in leisure?

The TAG course prepared me perfectly – it makes no assumptions about the level of your previous knowledge. The six-week training period was amazing, but certainly a shock to the system. My personal tutor John Bardouille's influence made a massive difference; not only was he a great teacher, but you could tell he knew what he was talking about. We were taught everything from scratch, from training techniques and the safe handling of weights, to how the body operates and so forth. The TAG programme changed my life completely in six months. It gave me back my independence and rather than living from day to day I now have plans for the future. If it wasn't for TAG I'd probably still be hoping for something to come along.

What advice would you have for school leavers looking to get into the industry?

Even though you might not have previous direct experience in the industry, showing interest and enthusiasm will get you far. You can apply many skills you learn at school – you just need to have a goal and the motivation to reach it.

Is the leisure industry what you expected?

Yes, it's a fast paced ever-changing environment – just as I expected. Working in the fitness industry has been exciting and fulfilling at the same time and I feel I'm already well on my way towards my ultimate goal of being a personal trainer.



Zoe Reynolds - PT academy

Where do you work? What is your position?

LA Fitness as a freelance personal trainer

What does your day-to-day role include?

My role includes taster sessions, offering consultations and delivering sessions

What attracted you to the leisure industry?

I've always been enthusiastic and passionate about sports and couldn't see myself working anywhere else or in a different environment

What attracted you to this particular sector?

I liked the idea of helping people, doing something I enjoy and getting a good salary

How easy was it to find a job?

personaltraineracademy.com, the training provider I used, helped me enormously. They arranged an interview and then gave me sufficient preparation to do well.

What (if any) training course did you do before your first job?

I did a flexi-learning course with the Personal Trainer Academy. I was allocated a tutor who was also an active personal trainer himself. This helped me to gain confidence, but it also helped me understand what I needed to do in a gym once I was qualified.

How well do you think your training prepared you for a career in leisure?

I think that because I chose the flexi-learning package, the fact that I had an active personal trainer as a tutor gave me the right start in my career.

Have you attended any training arranged by your current employer (if so, what)?

I had to attend a two-day business induction before I started, but to be honest most of the stuff had been covered by my tutor anyway.

What advice would you have for school leavers looking to get into the industry?

I would recommend that you explore every possibility before you start. If you're going to pay for a course, be sure to shop around.

Is there anything you would do differently if given the chance?

I wish I had started earlier!

Is working in the leisure industry what you expected it to be?

Yes, I'm really enjoying it.

What do you believe are the best aspects of the leisure industry?

I like that the industry is expanding and that it was one of the only sectors that continued to grow during the recession.

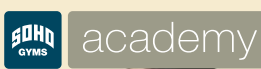





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Postgraduate Open Evening
7 June 2011, 5pm-7pm
The Rose Bowl, Portland Gate, Leeds

To find out more visit www.leedsmet.ac.uk/postgrad




GENERAL MANAGER

Bexleyheath, London

Salary: c£40,000 plus benefits

As the General Manager of our Bexley Leisure facilities, you will have a fantastic opportunity to develop a career in leisure. These facilities provide quality leisure and community services to the people of Bexleyheath through the partnership between the visionary forward thinking London Borough of Bexley Council and Parkwood Leisure Ltd. The facilities include the new Sidcup site and the substantially rebuilt Crook Log and Erith Centre's.

With 350 exercise stations, 3 25m main pools, dance and exercise studios, playgroups, outdoor facilities and substantial refreshment opportunities, the Council has ensured that their vision of quality leisure and community services has become a reality. Bexley is a neighbouring borough to the Olympic Park, heightening the importance of this exciting role ahead of the London 2012 Olympic Games.

The selected candidate will be joining the most successful private sector Leisure Management company, Parkwood Leisure Ltd. Parkwood Leisure is a quality provider that is profitable and sustainable, operating across England and Wales. We are the leaders in the PFI/PPP and DBOM leisure market, with the partnership at Bexley, one of the first, proving to be a very successful example.

With almost 6,000 members, and an annual contract turnover of £7m, we require a customer focused leader who is client aware as well as being commercially astute. Applicants must have excellent interpersonal skills and be enthusiastic and self motivated. You must be innovative and committed to quality provision and success, ensuring the customers, client and organisation are proud of the Bexley facilities.



Applicants should be educated to NVQ3 or degree level. A proven track record in managing and developing sport and leisure facilities is desirable, but not essential. This is an ideal opportunity for an individual with the required skills and competencies to develop a career in a new sector.

Applications and full CV to: Jane Dugdale, Human Resources Manager, Little Bowbrook, Walton Road, Hartlebury, Worcestershire, DY10 4JA or apply on-line at www.leisurecentre.co.uk.

Applications By: 11th March 2011



WODSON PARK

Wodson Park Trust
Wadesmill Road Ware Hertfordshire SG12 0UQ
Reg Charity No: 1101130
COMPANY REGISTRATION NO: 04757847

Wodson Park is a unique multi-faceted Sports and Recreation Facility and a registered charity. We are looking for an experienced and high achieving **GENERAL MANAGER** who has managed significant budgets and teams of staff.

The successful candidate will have financial and operational accountability for Wodson Park and would be required to drive the business through the effective management and development of staff.

People management skills are essential, and we are looking for a person with a proven track record in the world of commerce with a desire to innovate and develop the business.

He or she would need to ensure that targets both financial and otherwise are achieved, whilst delivering exceptional service standards across the facilities.

Further details on this post are available by contacting Bob Wood - Chief Executive Wodson Park on 07971 514197.

Candidates should forward their CV showing salary details, together with a covering letter which would give the Board of Directors of Wodson Park an insight into the reasons why you believe you are the person to take this business forward.

Email: bob.wood@weblight.co.uk

CLOSING DATE: 28th February 2011

General Manager

£40,000 per annum

Stevenage Leisure Limited is a vibrant leisure company, which operates 17 facilities for five different local authorities.

We are ideally looking for a high achieving and ambitious General Manager that has gained exposure to managing large budgets and large teams within high usage multi-faceted facilities.

You will have financial and operational accountability for two centres and will be required to drive the business through the effective management, coaching and development of your teams. You will need to ensure targets are achieved, whilst delivering exceptional service standards across the facilities.

We are looking for a skilled General Manager, ideally with expertise in running a leisure or cultural facility.

It is essential that you are passionate about your work, have fantastic people management skills and a strong commercial focus, with a proven track record in developing innovative businesses.

Further details on this post are available by contacting Donna Radics, HR Manager, on 01438 242080.

If you would like to apply, please forward your CV, together with a covering letter explaining why you feel you are the best person for the role (as per the person specification) and details of your current salary and salary expectations, to Donna Radics, HR Manager, Stevenage Leisure Limited, Arts & Leisure Centre, Lytton Way, Stevenage, Herts SG1 1LZ. Tel: 01438 242630

(24 hour recruitment hotline). Email: recruitment@stevenage-leisure.co.uk
Previous applicants need not apply.

Closing date: 7 March 2011.

Interview date: w/c 14 March 2011.

SLL is an Equal Opportunities Employer.



Directorate of the Urban Environment

Do you have a passion for the outdoors? Can you motivate, encourage and inspire park users to become actively involved in the management and maintenance of Dudley's Parks? Do you have experience of working with the community and of developing partnerships with voluntary sector, Police and Primary Care Trust. If so then you could be just what we are looking for. The two high profile projects within the Borough of Dudley are:

PRIORY PARK RESTORATION PROJECT (DUDLEY)

Dudley has been awarded £1.8 million to transform Priory Park back to its former glory, improving the heritage interpretation, recreation provision, paths and sporting facilities.

We are appointing:

Senior Park Ranger

(37 hours per week (5 year fixed term contract) (full-time)

Park Ranger

(Weekend post 15 hours per week (5 year fixed term contract) (part-time)

DUDLEY HEALTHY TOWNS PROGRAMME

A £4.5million programme to transform five of its boroughs parks and play area's into 'Family Health Hubs'.

We are appointing:

Senior Park Ranger

(37 hours per week (2.5 year fixed term contract) (full-time)

The above posts will provide a regular on site presence and will deliver programmes and activities on the park. The role will also work closely with the Friends of the Park (community group), partners and agencies. This would be by establishing a programme of activities and events around heritage, health, environment, play and horticulture.

The Senior Park Rangers will hold at least a NVQ level 3 in an environmental subject, sports development, and leisure or community development. Experience within supervisory or a management role is essential. Significant experience within community involvement and partnership working across the public sector is also essential.

The part-time Park Ranger will hold at least a NVQ level 2 in sports coaching, gym instructors, amenity or environmental subject, play work and customer services. Have experience of working with local communities and assisting with events and activities.

Closing date for all posts: 11 March 2011.

For further information, please visit www.dudley.gov.uk or call 01384 811300.

See www.dudley.gov.uk/jobs for further vacancies.

For free access to the Internet visit your local Library or Job Centre.

Successful candidates for all posts working with children or vulnerable adults will be subject to checks by the Criminal Records Bureau.

People with disabilities are guaranteed an interview where they meet the essential criteria for the job.



Dudley
Metropolitan Borough Council

Trustees/Directors

Now is a fantastic time to be involved in sport, with London 2012 Paralympics set to inspire many more disabled people. An exciting opportunity has arisen for individuals to join as members of the Board of Directors at the English Federation of Disability Sport.



The English Federation of Disability Sport (EFDS) is the national body responsible for developing sport for disabled people in England. We work closely with our core funder Sport England and key partners to develop opportunities and build awareness of the issues that affect disabled people's participation in sport and drive up their participation.

Following a period of significant change and improvement, we are seeking to further strengthen our Board by appointing new members, who could bring additional skills and a fresh perspective to leading our organisation.

We are also seeking to appoint a new Chair for EFDS to allow our current Chair, Baroness Tanni Grey-Thompson DBE to "pass on the baton". For the role of Chair we are particularly keen to attract an individual with exceptional leadership qualities, excellent communication skills and good awareness of the challenges and opportunities facing disabled people in sport. There is the potential for this role to be remunerated and this will be discussed with interested applicants.

All applicants are asked to submit a skills assessment form, CV and covering statement. This can be downloaded from the EFDS website or sent to interested people on request.

Applications received by Monday 7 March will be considered by EFDS in April. Any received after will be considered at our AGM later in the year.

For further information please visit www.efds.co.uk. To discuss the positions, please contact Barry Horne, CEO on bhorne@efds.co.uk/ telephone 01509 227755. Or our Chair on GREYTHOMPSONT@parliament.uk or 020 7219 3143

Registered charity number 1075180



General Manager

Salary - £30,000-£35,000



The Centre is operated by a charitable trust. Reporting to the Board of Trustees, the successful candidate will be required to take responsibility for the effective business management and operation of the Centre.

Successful candidates will have a recognised qualification in Leisure or Business Management and working knowledge of the leisure industry, ideally in this sector. Excellent communication and customer skills are essential. You should be able to manage and develop staff efficiently to meet operational requirements of the business through open communication and management.

Candidates will be able to produce financial forecasts and manage budgets for the Centre whilst consistently developing and improving operational procedures.

The Centre includes a 25 m 4 lane swimming pool, fully equipped gym, 4 court sports hall, and large aerobics studio.

To request an application pack call Julia Moldram, on 01963 824400.

Closing date: 28th February



Wild 'n' Wacky is a jungle themed children's Play & Party Centre in Harlow, Essex. Due to a phenomenal first year's trading, we are looking to expand our team with the creation of two new senior positions.

CENTRE MANAGER c. £22,000 + bonus + benefits

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DUTY MANAGER c. £17,000 pa + benefits

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To apply, please send a covering letter and CV for the attention of Mark Lenihan to info@wildnwacky.co.uk. Closing date for both positions is Friday 25th February.

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Are you looking for a Successful Career?

WE NEED DYNAMIC, DEDICATED AND TALENTED GRADUATES:

Parkwood Leisure is a successful, organisation that provides Health Sport and Leisure Management services to local communities nationwide. The culture of the organisation coupled with our continued success, enables us to provide graduates with excellent opportunities to launch a successful career whilst gaining quality training and development within a wide range of skill areas.

Parkwood Leisure aims to stimulate the potential of individuals who are committed to achieving a career; we want our people to grow with us and pride ourselves on developing talent to create success.

THE PARKWOOD LEISURE GRADUATE SCHEME:

This is an industry recognised 12 month programme, designed to provide a basis for an accelerated route to management for talented and ambitious graduates. We will provide advanced strategic and day-to-day Training and development, in Community Leisure Facility Management and Leadership, to create our managers of tomorrow. We can also offer opportunities within the support services teams and other areas linked to Leisure such as Events Management.

For further information on working for Parkwood Leisure please visit our website.



Successful candidates must be committed to developing their leisure management career be fanatical about exceeding customer expectations and be dedicated to the development of our facilities for local communities. A relevant degree qualification would be advantageous. In return we will provide extensive training and development to enable individuals to shape their own career, a competitive benefits package and job satisfaction within a rewarding role.

Join Parkwood Leisure and create the next chapter of the success story.

Please apply on-line now at www.leisurecentre.com. Alternatively send a letter of application and full CV to: Samantha Holloway Human Resources Manager, Little Bowbrook, Walton Road, Hartlebury, Worcestershire, DY10 4JA or E-mail: recruit@parkwood-leisure.co.uk.



Applications by: 11th March 2011

Parkwood Leisure is an equal opportunities employer Successful Applicants will require a CRB check.

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www.harrowschool.org.uk/vacancies

or please contact:

Sharon Exelby, Personnel Officer, 5 High Street, Harrow HA1 3HP

Tel: 020 8872 8293 personnelofficer@harrowschool.org.uk

Closing date: Friday 4 March 2011

*The School is committed to safeguarding and promoting the welfare of children and all successful applicants must be willing to undergo child protection screening appropriate to the post, including checks with any past employer and the Criminal Records Bureau.
Harrow School is an equal opportunities employer*

www.harrowschool.org.uk

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or call +44 (0)1462 431385



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Company: Bentham Golf Club
Location: High Bentham, UK
Closing date: 28 Feb 2011

Swimming Pool Manager

Company: University of Nottingham
Salary: £25,001
Location: Nottingham, UK
Closing date: 28 Feb 2011

Trainee Personal Trainer / Fitness Instructor

Company: The Training Room
Salary: £20K-£30K
Location: Nationwide, UK
Closing date: 01 Mar 2011

Leisure Account Manager

Company: Brenntag UK & Ireland
Salary: £24,000 - £28,000 + Car + Bonus
Location: Covering London & South East, UK

Recreation Manager

Company: Leisureforce
Salary: upto £2,500 - month tax free
Location: Saudi Arabia

General Manager

Company: New Upscale Gym
Location: London, UK

Full-Time Duty Manager

Company: Sylvestrian Leisure Centre
Salary: Competitive
Location: London, UK
Closing date: 08 Mar 2011

Attention Personal Trainers

Company: Club Training
Salary: £30k- £60k
Location: Nationwide Opportunities

Become an Advanced Youth Trainer

Company: SHOKK Limited
Location: Nationwide, UK
Closing date: 10 Mar 2011

Swimming Teacher

Company: Virgin Active
Salary: £6 - £20 per hour
Location: London / Moorgate, UK

Regional Managers

Company: Sported
Location: Various, UK
Closing date: 14 Mar 2011

Social Media Correspondent

Company: Virgin Active
Salary: Competitive Salary + Benefits
Location: London, UK

Personal Trainers Wanted!

Company: YOUR Personal Training
Salary: OTE £40-60K
Location: Various (see details) UK
Closing date: 15 Mar 2011

Lifeguard

Company: Virgin Active
Salary: Competitive Salary + Benefits
Location: Didsbury, UK

General Manager

Company: Fitness First
Salary: Dependent on experience + excellent achievable bonus
Location: Herts / Beds / Bucks, UK

Trainee Tutor

Company: The Training Room
Salary: Starting salary is £14k
Location: Nationwide, UK
Closing date: 24 Jul 2011

Become a Gym Instructor

Company: YMCA Fitness Industry Training
Location: Nationwide, UK
Closing date: 31 Oct 2011

Interpretive Developer

Company: Natural History Museum
Salary: £29,417 + benefits (point 6 on Pay scale)
Location: London, UK
Closing date: 24 Feb 2011

Visitor Services Manager

Company: Royal Armouries
Salary: £25,000 per annum
Location: Leeds, UK
Closing date: 25 Feb 2011

General Manager, Peak District

Company: National Trust
Salary: Up to £50k pa
Location: Hope, Derbyshire, UK

Spa Therapist

Company: Virgin Active
Salary: £15,000 - £17,000
Location: Acton, UK

Senior Spa Therapist - Maternity Cover

Company: Virgin Active
Salary: £15,000 - £17,000
Location: Chelsea, UK

Head of Runway Visitor Park

Salary: c.£43,500 pa plus benefits
Company: Manchester Airport
Location: Manchester, United Kingdom

Membership Sales Manager

Company: Weybridge Health Club
Location: Surrey, United Kingdom

Sports Facilities Manager

Company: Harrow School
Location: Harrow, United Kingdom

Sales Advisor (Full Time)

Salary: £24k - £27k
Company: Fitness Superstore
Location: London, United Kingdom

Graduates

Company: Parkwood Leisure
Location: Nationwide, United Kingdom

Become an Exercise to Music Instructor

Company: Focus Training
Location: Nationwide, United Kingdom

Become a Nutritional Therapist

Salary: n/d
Company: Premier Training International Ltd
Location: Nationwide, United Kingdom

Massage Therapists

Company: Steiner One Spa World
Location: Worldwide

Spa Manager

Company: Sofitel Colombia
Location: Colombia

Assistant Spa Manager

Company: Sunswept Resorts
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We are seeking an outgoing, pro-active individual to work closely with the Sales Manager to exceed the expectations of customers and generate new business.

As Account Manager you will also be required to manage and present Star Trac products throughout the territory. A clear understanding of product and support is essential to success.

Working on your own initiative, being motivated to visit facilities across the region daily, you will possess good listening skills, the ability to determine needs and offer solutions coupled with excellent presentations skills. You will be responsible for achieving pre-determined sales targets and new lead targets on a monthly basis.

A passion for the health and fitness industry is essential!

The position is to cover the South East from Hampshire to Kent

For further information on this opportunity please send your CV to Sarah Beaumont, European HR Manager at sbeaumont@startrac.com or call her on 01494 688293

Full and Part Time Instructors

Salary: AOE
London, United Kingdom



Kieser Training London is looking for both Male/Female candidates interested in full/part time positions at our facility working as an instructor, reporting directly to the centre manager - our instructor role is multi-faceted so the openness to learn is essential.

Applicants do not need to have health and fitness qualifications, but a basic knowledge of anatomy and physiology would be useful. You will need to be flexible in order to work different shift patterns, including weekends. The successful candidate will need excellent communication skills, an outgoing personality and be able to work both on their own and as part of a team. It's very important you enjoy working with people of all ages, previous experience working within the service/health industry would also be helpful.

If you would like to submit your CV please do so by emailing:
marcel.haasters@kieser-training.com
For more information please call 020 7391 9980

CLOSING DATE: 9 MARCH 2011

Duty Manager

£17 – £20k

dependant on qualifications and experience

Harlow Leisurezone are looking to recruit a pro-active Duty Manager who will undertake a wide range of tasks including the direct responsibility for planning and co-ordinating all wet and dry courses for the centre.

Course Role
You will lead a number of coaching teams ensuring that all wet and dry courses and activities within the centre are programmed, planned, on budget and developed to a high standard and fulfil our requirements. This may also involve some coaching on occasions.

Duty Manager Role
You will be required to work a minimum of six Duty Manager shifts over a four week period with occasional additional shifts required to cover for absence of other members of the team.

The Duty Manager has responsibility for the efficient and effective operation of the whole centre, to include managing health and safety, managing staff, customer care and operations whilst on shift.

Our ideal candidate will have excellent planning and people skills, a calm head under pressure and previous relevant experience of working with customers on the front line. You will also have exceptional communication and leadership skills with the ability to organise individuals, teams and tasks. Experience of coaching and working in a leisure environment, plus an understanding of what types of courses or activity sessions are popular would be advantageous.

Application forms are available on our website www.harlowleisurezone.co.uk, by telephoning **01279 621512** or email lborwick@harlowleisurezone.co.uk for an application pack.
Closing date for all applications: 28 February 2011.

If you do not hear from us within three weeks of the closing date please assume you have been unsuccessful on this occasion. Interviews will be taking place on: 8 & 9 March 2011

Harlow and District Sports Trust – Harlow Leisurezone, Second Avenue, Harlow, Essex CM20 3DT








www.harlowleisurezone.co.uk

Hull casino plan gets go-ahead

MARTIN NASH

Hull City Council has granted Apollo Resorts and Leisure a provisional 'large casino' licence for Manor Property Group's £100m mixed-use development on the former Clarence Flour Mills site.

The decision is one of the first such licences to be granted in the UK following the introduction of the previous government's gambling legislation in 2005. Apollo is thought to be the only operator to have applied.

Apollo managing director Mike Nuttall said: "Apollo is pleased to have been awarded the provisional statement and is committed to delivering Manor Mill resort as a major new leisure and entertainment destination."



The Manor Mills proposals were given the go ahead in November 2008

The 480,000sq ft (44,593sq m) Manor Mill project was given the green light in November 2008 and will also feature a Courtyard by Marriott hotel; and student accommodation.

Genting UK reopens Colony Club following revamp

TOM WALKER

Genting UK has reopened its Colony Club casino in Mayfair, London, following the completion of a two-month refurbishment.

A spokesperson said the company had spent a "six-figure sum" on updating the site, with

work including a revamp of the casino and the creation of a more open plan gaming floor alongside a newly designed cocktail bar.

The casino now boasts a selection of more than 20 gaming tables and a wide range of electronic gaming stations.

Pontin's set for 'Disney-style' revamp

PETE HAYMAN

Pontin's is in line for major "Disney-style" makeovers under new plans unveiled by the company that rescued the holiday park operator from administration.

Britannia Hotels chief executive officer Alex Langsam told the *Observer* that each of the coastal holiday camps are to be turned into "themed seaside destinations", with £25m to be invested in transforming the business with Disney-style costumes and attractions.

Langsam also told the newspaper that Pontin's traditional Bluecoat entertainers would remain, despite the plans to overhaul the holiday park operator's offer.

Langsam said: "The most important thing for me is getting some of the kiddie generation in, getting the kind of stuff kiddies like into parks on a large scale. The bluecoats will



The Pontin's brand is to be given a major overhaul

stay, because if it ain't broke, you don't fix it. But there will be people dressed up in all sorts of different ways, too."

Britannia Hotels bought Pontin's in January after agreeing a deal with administrators from KPMG acting on behalf of the operator.

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