

leisure opportunities

4-17 September 2018 Issue 744

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PureGym to roll out small box model

PureGym has revealed it has a number of new concepts in its development pipeline, as part of plans to diversify its offer.

Speaking exclusively to *Leisure Opportunities*, Francine Davis, PureGym's commercial and strategic development director, said one the most advanced new products was the company's new "small box" gym concept.

"Our large-format clubs require a high population density, so we decided to create a model at 5,000-8,000sq ft - about a third of the size of a standard club," Davis said.

"It wasn't just about taking the PureGym model and cutting it down, but about creating a brand new proposition with new floor layouts and flexible space.

"These are vibrant, friendly, local gyms, with semi-open studios, inviting usage when no classes are running. The back office is minimised too, with the desk on the gym floor, so the staff are there to help."

She added that a full roll-out of the small-size clubs will commence in 2019.



■ As well as a small box model, PureGym is considering a women-only concept



"We've launched two so far - Tunbridge in January 2018 and Buckingham at the end of April - and we'll open a few more this year," Davis said.

"However, it's still at the stage where we are fine-tuning the model, so we won't hand it over for a more rapid roll-out until next year."

More <http://lei.sr?a=z6D6n>



We decided to create a smaller-size model which we will now roll out

Francine Davis



FITNESS

Boutique gym with focus on mental health opens

London gym's concept has been created by Darren Sealy **p7**



SPORT

UK Sport consultation receives 'record' response

Liz Nicholl says responses will form base for new strategy **p10**



ATTRACTIONS

V&A Dundee prepares to open its doors

Tristram Hunt vaunts 'world-class' exhibitions **p23**

BPA chief exec **Tim Hollingsworth** to replace **Jennie Price** as Sport England CEO

British Paralympic Association (BPA) chief executive Tim Hollingsworth has been named as the new CEO of Sport England.

He will replace Jennie Price, who announced in May that she would be leaving Sport England in October 2018 after 11 years as CEO.

Hollingsworth has held his current role at BPA since 2011 and will be seen as a safe pair of hands due to his experience of sport governance.

Prior to his current role, he was at UK Sport for seven years, first as director of policy & communications and then COO.

"Sport England is an organisation I know well and



■ Prior to BPA, Hollingsworth spent seven years at UK Sport

"Sport England is an organisation I know well and its vision and strategy have never been more important"

its vision and strategy have never been more important as we seek as a nation to maximise the ways in which

people from all areas of society are attracted to, access and benefit from sport and physical activity,"

Hollingsworth said. "I would also like to express my gratitude to everyone involved in the Paralympic movement for the past seven incredible years and am pleased the BPA will remain a key partner in my new role. It is one that I relish and I can't wait to get started."

As CEO of BPA, Hollingsworth led the organisation through London 2012 and Rio 2016 Paralympic Games, with ParalympicsGB achieving a record 147 medals at the latter to finish second in the medal table.

More recently ParalympicsGB achieved its best-ever performance at a Winter Games, winning seven medals including a gold at Pyeongchang 2018.

VisitScotland's **Paul Bush**: co-hosting model for European Championships a 'disruptor on the market'



■ Bush said the new delivery model is causing real disruption within the market

Paul Bush, VisitScotland's director of events, says the successful delivery of the recent Glasgow 2018 European Championships shows how the country's adopted delivery model is "causing disruption" in the major sports event market.

"For all involved, the European Championships has surpassed expectations and has shown what can be achieved when you are brave, ambitious and innovative", Bush said. "As a new event, there was no manual for how

"There was no manual for how the Championships should be delivered, giving us the opportunity to be bold"

the Championships should be delivered, giving us the opportunity to be bold and find different ways of working.

"While there were undoubtedly some challenges as we navigated our way down this new path, overall the sector really responded by creating a new delivery model that is causing real disruption within the market. I believe

what has been delivered by co-hosts Glasgow and Berlin, in partnership with the European sports federations and the European Broadcast Union, is a model that is the way forward for sport events in the future."

Held from 2 to 12 August, the 2018 European Championships were the first edition of the European Championships.



■ Capper will drive Westfield's new wellness-focused strategy

"It's an exciting time, as we continue our journey to becoming a leading health and wellbeing organisation"

Westfield Health's new CEO **David Capper** to lead growth

Corporate health and wellbeing services provider Westfield Health has appointed David Capper as its CEO.

The move comes as the company is looking to focus on a new brand proposition and strategy, which will offer its clients new wellness programmes focusing on physical activity, mental health, nutrition and sleep.

Westfield has increasingly looked to pivot towards offering preventative healthcare for corporations – with a focus on getting people physically active – and last year acquired workplace wellbeing solutions provider Working Health.

It has also partnered with Sheffield Hallam

University's Advanced Wellbeing Research Centre (AWRC), which is currently under construction at the Sheffield Olympic Legacy Park. Once open, AWRC is set to become the most advanced research centre in the world for developing innovations that will improve population health and physical activity levels.

Earlier this year, Westfield signed a three-year deal with London Sport aimed at supporting the wellbeing of Londoners through sports-focused interventions.

"It's an exceptionally exciting time, as we continue our journey to becoming a leading health and wellbeing organisation in the UK and beyond," Capper said.

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■ Tom Marien came up with the concept 12 years ago

Fitness entrepreneur **Tom Marien** to expand his One Element fitness brand

Fitness entrepreneur Tom Marien is looking to take his fitness and social brand One Element outside London for the first time.

Marien, who launched One Element 12 years ago, plans to expand the brand across the UK through franchising deals.

Also known as the Social Fitness Company, One Element provides sports-based, outdoor fitness programmes – similar to traditional training sessions at grassroots

“After 12 months of developing the franchise business, we are able to launch a turnkey package”

sports clubs – which have been developed in partnership with elite sports players and coaches.

It currently has around 450 active members across nine London park sites, with an age range of 18-76.

Alongside the fitness sessions, the company also runs a series of events, from black-tie dinners, sports tournaments and Everest

basecamp trips to ski trips. “One Element has the ethos that everything is positive and inclusive,” Marien said. “This summer, after 12 months of developing the franchise business, we are launching a turnkey package that enables the right people to invest in their future and launch their own business in a matter of weeks.”

Darcey Bussell to kick off 2018 National Fitness Day with mass dance session

This year’s National Fitness Day will kick off with a mass dance workout in the heart of London, led by Dame Darcey Bussell.

The legendary ballerina and Strictly Come Dancing judge will take hundreds of people through an outdoor dance fitness class in the City of London Corporation’s iconic Guildhall Courtyard.

The event – on 26 September – will launch a day of physical activity and fitness celebrations across the UK, as gyms, leisure centres, fitness instructors and sports clubs throw open their doors to get more people active.



■ The event will launch a day of physical activity celebrations

“This isn’t just about one day – we want to encourage more people to discover physical activities that they love all year round”

Organised by ukactive, the event promotes the benefits of physical activity and last year helped get more than

five million people active across 20,000 free events.

“It’s such a pleasure to be asked to help

celebrate National Fitness Day,” said Bussell.

“This isn’t just about one day though – we want to encourage more people to discover physical activities that they love all year round, whether it’s dancing with your kids in the kitchen, a brisk walk in the park, playing sport with your friends or a workout at the gym.”

ukactive CEO Steven Ward added: “National Fitness Day represents a fantastic opportunity for the physical activity sector to spread the fun of fitness by engaging people who are usually less active and highlighting the rewards physical activity brings.”



■ Morel joins Six Nations after a long stint as MD of NBA Europe

Former NBA Europe chief **Ben Morel** named CEO of Six Nations Rugby

The Six Nations Council has appointed Benjamin Morel as the new chief executive of Six Nations Rugby – the organisation responsible for the international rugby championship.

Morel joins Six Nations after a long stint as managing director of National Basketball Association (NBA) in Europe and the Middle East, where he played a key role in the NBA's international growth for many years.

Morel stepped down from his role at NBA in May, following a 20-year career with the league.

He will take over his new role at Six Nations on 5 November.

"Ben was the outstanding candidate during our extensive recruitment process," said Pat Whelan, Six Nations Council chair.

"His vast experience, in particular his background in the NBA will serve as a great benefit to our championship.

Morel added: "I'm relishing the role at Six Nations, an organisation with so much history and prestige.

"It is particularly exciting to be part of the organisation that delivers rugby's greatest championship to an audience of millions across Europe and in over 180 countries around the World."

"I'm relishing the role at Six Nations, an organisation with so much history and prestige"

MEET THE TEAM

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CHAINS

Revenues up at The Gym Group

The Gym Group saw revenues jump by 36 per cent to £58.3m during the first half of 2018, as it increased the number of clubs in its portfolio to 147.

The company opened six new clubs during the period (six months to 30 June) and also completed the acquisition of easyGym, adding another 13 clubs to its estate.

As a result, the number of members increased to 720,000 – up from 508,000 in June 2017.

Speaking to *Leisure Opportunities*, CEO John Treharne said that the rebranding of the easyGym clubs will commence shortly and follows from the successful conversion of 18

Lifestyle Fitness sites, which it acquired in September 2017.

“We’ll be implementing the same process with easyGym as we did with Lifestyle,” Treharne said. “We already have the development team in place, so there will be a smooth transition.”

He added that he expects a “majority” of easyGym estate to be converted by the end of 2018.

Treharne also said that the company will always be open to the opportunity to complete further acquisitions, but that any deals will be in addition to organic growth, which is expected to continue at between 15 and 20 sites a year.

More: <http://lei.sr?a=d6z3u>



■ The group saw the number of members increased to 720,000



The majority of easyGyms will be converted by end of 2018

John Treharne

TECHNOLOGY

Is Google planning a wellness revolution with AI coach?

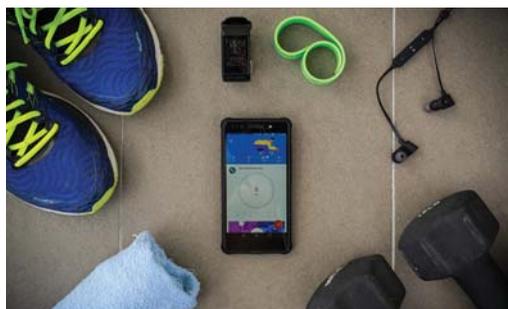


The new “Google Coach” would be able to compile users’ personal data to recommend workout routines, meal plans and other wellness-related advice.

The fitness sector could soon have a huge disruptor on its hands, if rumours of Google’s plans prove correct.

A number of unconfirmed reports suggest that the tech giant is working on an artificial intelligence-based fitness and wellbeing coach.

If true, the new service would have a head start in providing personalised wellness services – simply due to the data it holds for a huge number of people who already use its services, from gmail and search histories to a plethora of other products. It is understood that the new “Google Coach” wellness service would



■ Reports suggest that the tech giant is working on an AI-based fitness and wellbeing coach

be able to compile users’ personal data to recommend workout routines, meal plans and other wellness-related advice.

Used in tandem with its location services, Google would also be able to offer a holistic, interactive wellness experience by suggesting healthy meals or places of exercise based on the user’s location.

More: <http://lei.sr?a=E8e9p>

BOUTIQUES

Boutique gym with focus on mental health opens in London



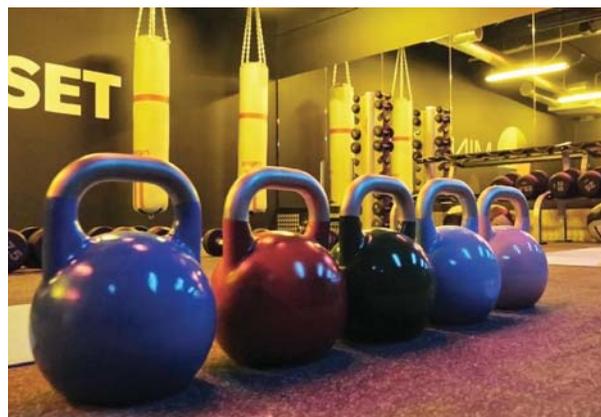
Mental health is just as important as physical fitness

Darren Sealy

A boutique fitness club, designed to develop members' mental and emotional health in addition to physical fitness, has opened in Waterloo, London.

The 3,500sq ft Mindset club houses two large studio areas and offers five bespoke group training classes. Each class has been designed to improve "overall mindsets" and comprise five main components – social, emotional, nutritional, physical and mental fitness.

Options include 'Reset' – a hybrid of yoga, meditation, core strength and calisthenics – and 'Asset', a body sculpting session designed exclusively for women.



■ The studio opened in London's Waterloo this month

The concept has been designed and developed by personal trainer and Mindset director, Darren Sealy.

"Our training philosophy is based on the belief that no matter how physically fit and strong you are; your mental fitness is just as – if not even more – important," Sealy said.

"The response to our approach to training has already been wholly positive."

[More: http://lei.sr?a=G2d2X](http://lei.sr?a=G2d2X)

FRANCHISING

Anytime Fitness hits UK landmark with 150th club

Anytime Fitness has opened its 150th club in the UK as it continues its rapid expansion in Europe.

The opening of Anytime Paignton in Devon makes the company the second largest private health club operator in the UK and comes just eight years after Anytime opened its first UK club in Bristol (in 2010).

"The rate of growth showcases the commercial strength of the brand as well as the commitment of its franchisees," said Chuck Runyon, Anytime Fitness CEO. "We know the team in the UK is working hard to



■ Anytime's 150th club in the UK, in Paignton, will be owned by franchisees Simon and Emma Wright



The rapid expansion is a testament to our hard work

Stuart Broster

fulfil its objective of becoming the largest fitness club operator in the market and we look forward to celebrating their next milestone."

Stuart Broster, Anytime Fitness UK CEO added: "Reaching this milestone is a notable moment for us.

"The rapid expansion since we opened our first UK club is a testament to the hard work that's been going on across the country.

[More: http://lei.sr?a=A8A6a](http://lei.sr?a=A8A6a)

Strava continues expansion into gym space

Social network Strava has signed a partnership deal with gym booking platform Mindbody, giving users the option of tracking and analysing indoor fitness activities across more than 5m classes.

According to James Quarles, Strava CEO, nearly two-thirds of Strava users exercise indoors at least once a week, with strength training, yoga, treadmill running and indoor cycling ranking as the most popular activities.

"Strava members aren't just runners or just riders – they're active in all sorts of ways," Quarles said.

[More: http://lei.sr?a=w6e8f](http://lei.sr?a=w6e8f)

ALTERNATIVE FITNESS

Climbing Hangar secures £3m funding

NVM Private Equity has invested £3m of growth capital into indoor climbing business The Climbing Hangar (TCH).

Launched with a single location in Liverpool in 2011, TCH has since expanded to two further sites in London and Plymouth.

The investment from NVM will allow the company to continue the roll-out of the brand, which targets climbers and non-climbers looking for a sociable way to keep fit.

TCH will use the funding from NVM to expand its reach across the UK, as well as diversifying the scope of its facilities by introducing gyms, yoga and other specialist classes.

All sites will also be upgraded to offer "quality food and beverages" as part of a strategy to create a "more well-rounded leisure experience".

It is part of plans to tap into a growing market, as interest in climbing is expected to increase with the 2020 Olympic Games in Tokyo marking the introduction of indoor bouldering as an official Olympic sport.

According to TCH founder Ged Macdomhnaill, the company is looking to cater to a new generation of climbers by offering first class coaching mixed with "an alternative leisure experience".

More: <http://lei.sr?a=G2X3M>



■ TCH will use the funding to expand its reach and to diversify by introducing gyms, yoga and other specialist classes



We look to cater for a new generation of climbers

Ged Macdomhnaill

PUBLIC LEISURE

Public leisure centre taps into boutique fitness trend



The space has already had a positive impact on our members

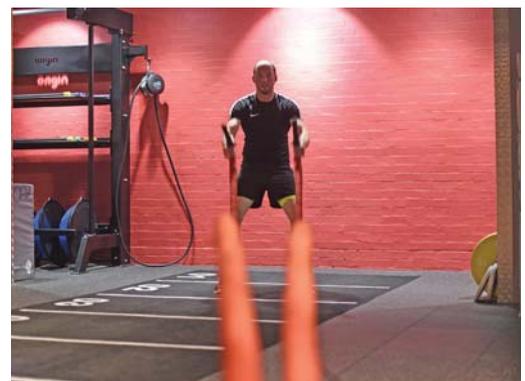
Jamie Groves

Rhyl Leisure Centre in north Wales has become the latest publicly-owned fitness facility to focus on small group classes as a way of attracting new members.

Denbighshire County Council (DCC) – working with Alliance Leisure – has invested £1.2m over the last 12 months in upgrading the centre, which is operated by Denbighshire Leisure.

At the heart of the improvements is a new boutique-style functional training space, designed for individual training and instructor-led, small group sessions.

It features a full range of functional equipment, from suspension trainers,



■ The new functional fitness space at the centre

kettlebells and battle ropes to Bulgarian bags – in addition to an Origin Fitness modular storage rig with 7m bridge.

"The new facilities offer a wider variety of training, which has already had a positive impact on our members," said Jamie Groves, DCC head of facilities.

More: <http://lei.sr?a=R3k5m>



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'Huge response' to UK Sport consultation

UK Sport has closed a public consultation designed to shape its future investment principles.

The consultation asked for views on how UK Sport should allocate its National Lottery and taxpayer funding following the Tokyo 2020 Olympic and Paralympic Games.

A new funding strategy influenced by the consultation is set to come into effect from April 2021.

While UK Sport funding has ensured unprecedented success for Team GB athletes at recent Olympic Games, a number of sports governing bodies have complained that the agency's "no compromise" approach should be scrapped. Sports that

currently receive no funding for their elite athletes due to lack of success – such as basketball and badminton – have been particularly vocal in their criticism.

Last year, 11 national governing bodies of sport launched a campaign demanding a "tiered support structure", which would see every Olympic and Paralympic sport a base-level of funding.

"As an investor of public funds, it's right that we check in with the general public to ask whether they want us to continue aiming to inspire the nation through medal success and whether we should change our focus in any way," said UK Sport CEO Liz Nicholl.

More: <http://lei.sr?a=3k2A4>



■ Basketball has been one of the sports to have criticised UK Sport's 'no compromise' funding model based on Olympic success



It's right that we check whether we should change our focus

Liz Nicholl

PARTICIPATION

"Positive shift" in attitudes sees more girls take up football



While dads are happier than mums for their daughters to get involved in football, younger mums are most likely to disagree that football is a sport for boys

SSE Girls Sport Participation Survey

There has been an increase in the number of girls participating in football, thanks to a "positive shift in attitude among parents", according to new research by energy provider SSE.

The survey – which explored parental attitudes to sport and football – shows that 78 per cent of parents see football as a way of being part of a team and getting physically active.

And while dads are generally happier than mums for their daughters to get involved in football, younger mums (aged 40 and less) are most likely to disagree that football is a sport for boys.



■ The survey charted attitudes towards girls' football

When it comes to football careers being achievable for their daughters, it is younger parents who are more likely to agree. While dads are more comfortable when it comes to feeling achievable, it is mums who are most likely to agree that there should be no limits to progress.

More: <http://lei.sr?a=S5H3q>

MARKETING

Glasgow Warriors to chart value of social media



It's more important than ever for rights holders to take into account the value of their sponsorships beyond broadcasting

Sam Grimley

Pro14 rugby club Glasgow Warriors has linked up with computer vision firm GumGum Sports to measure the sponsorship value of its partners across traditional broadcast and social media.

The partnership will allow Glasgow Warriors to track the value of the sponsorships it offers and chart the digital impact of its assets across a 12-month period – during which will involve both the Guinness Pro14 and Heineken Champions Cup.

GumGum Sports will track all impressions across broadcasted games and social media platforms



■ Warriors will track the value of its sponsorships

over the next 12 months and will determine a media value based on equivalent costs for advertising.

"It's more important than ever for rights holders to take into account the value of their sponsorships beyond just traditional broadcast," said Sam Grimley, commercial director, GumGum Sports.

[More: http://lei.sr?a=v2e6k](http://lei.sr?a=v2e6k)

RESEARCH

'Persistent' gender gap exists in Welsh sports participation

Latest figures from Sport Wales show that a "stubborn" gap still exists in sports participation between men and women.

According to the Sport & Active Lifestyles Survey 2017-18, 65 per cent of men regularly participate in some sporting activity, compared to just 55 per cent of females.

Overall, just over half (53 per cent) of adults meet the CMO guidelines (150 minutes of moderate intensity activity per week) – with males (57 per cent) much likelier to hit the target than females (49 per cent).

The report does, however,



■ Less than half of women meet CMO activity guidelines



Overall, just over half of adults meet the CMO guidelines

Sport Wales

reveal an overall increase in the number of people regularly taking part in sport (three times a week or more), from 29 per cent in 2016-17 to 32 per cent in 2017-18.

"Although, the proportion meeting this guideline has increased for both males and females, the proportion of males meeting the guidelines (37 per cent) continues to be higher than females (27 per cent)," the report states.

[More: http://lei.sr?a=w6Y5W](http://lei.sr?a=w6Y5W)

Free tennis campaign for Northern Ireland

Sport Northern Ireland has teamed up with Ulster Tennis and charity Tennis For Free to offer all district councils across Northern Ireland the opportunity to offer free tennis sessions.

The campaign is part of a strategy to make tennis more accessible by creating an inclusive atmosphere designed to enhance community engagement in tennis.

The Tennis for Free model is split into two one-hour sessions, coach-led for the first hour, followed by an open play time.

[More: http://lei.sr?a=s5q9u](http://lei.sr?a=s5q9u)

GRASSROOTS

SRA report: sports clubs 'still growing'

Sports clubs across England continue to grow – with the number of playing members and volunteer numbers rising steadily – according to a new report published by the Sport and Recreation Alliance (SRA) and Sport England.

The *Sports Club Survey Report 2017/18* is based on responses from more than 1,600 clubs and shows that clubs achieved growth despite what they describe as a "challenging environment of increased costs and decreased income".

More than half (53 per cent) of clubs expect their adult membership to continue increasing, with two thirds (66 per cent) expecting similar growth

with their juniors. The number of volunteers grew at 33 per cent of clubs.

While numbers are growing, the financial challenges are evident in the clubs' average income recorded at £35,648 – and average expenditure at £41,874 per year.

The financial concern is noted by clubs, with 44 per cent stating that increased costs will provide a challenge over the next two years.

"With continued austerity, and the potential impact of Brexit, clubs must be prepared to be flexible in making themselves financially sustainable," said James Allen, SRA's director of policy.

More: <http://lei.sr?a=C5C7B>



■ More than half of clubs expect their adult membership to grow



“**Clubs must be flexible in making themselves financially sustainable**

James Allen

EXERCISE RESEARCH

Exercise reduces risk of atrial fibrillation in obese people



“**The risk is lower the more physically active a person was**

Lars Elnan Garnvik

A new study has shown that severely obese people can reduce the risk of atrial fibrillation with exercise.

Atrial fibrillation is an irregular and often rapid heart rate that can increase the risk of stroke, heart failure and other heart-related complications.

A study by the Norwegian University of Science and Technology (NUST) examined data from 43,602 men and women – of which around 1,500 had developed atrial fibrillation. Among the findings in the study was that the activity level of obese participants plays an important role.



■ The risk of atrial fibrillation is lower the more physically active a person was

"The risk of atrial fibrillation was lower the more physically active a person was and this turned out to be especially true for people with obesity," said Lars Elnan Garnvik from NUST's Cardiac Exercise Research Group, who led the research.

More: <http://lei.sr?a=k2r2F>



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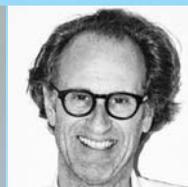
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HOTEL SPAS

The Midland introduces meditation

The Spa at The Midland, in Manchester, UK, has launched a series of guided meditation sessions to help guests get the most out of their treatments, by enabling them to fully relax beforehand.

Meditations take place in the spas relaxation room, where guests can choose between two recordings. The first takes guests through a series of visualisations, different breathing techniques and body scanning, while the second prompts guests to imagine themselves in a calm and serene place, before lapsing into therapeutic sounds and music.

Each session lasts 20 minutes and is designed to calm the nerves and relieve anxiety, as well as boost mood and improve overall wellbeing.

Helena Grzesk, director of The Spa, said: "The guided meditation will allow city dwellers and spa day guests to switch off and let go of any worry or stress."

The spa suggests pairing the meditations with its Mindful Massage treatment, which offers an 85-minute relaxation experience. Designed to reduce stress and make guests feel more grounded, Mindful Massage incorporates a foot, scalp and body massage, and rose quartz crystals.

More: <http://lei.sr?a=3F7k9>



■ The meditations allow guests to fully relax before their treatment so they can get the most out of their experiences



The guided meditation will allow guests to switch off

Helena Grzesk

APPOINTMENTS

Dröm UK reveals new management team



I now feel very comfortable handing over the reins

Kicki Carlsson

Kicki Carlsson, CEO and co-founder of Dröm UK, will take a "step back" from the day to day running of the company, with fellow co-founder Barry Smith set to take over with immediate effect.

Carlsson and Smith co-founded the specialist thermal wellbeing firm in 2002.

Smith will become CEO and will be responsible for project management and sales growth.

Carlsson will become an ambassador for Dröm, continuing to raise the public profile of the company, both in the UK market and abroad, as well as taking an active role as



■ MD Erin Lee (left) with CEO Barry Smith

advisor to the management team.

To complete the reshuffle and to support Smith, Erin Lee has been promoted to managing director.

"My decision to step down as CEO took a long time to make and wasn't easy," Carlsson said. "I now feel very comfortable handing over the reins to the new management team."

More: <http://lei.sr?a=t5U8y>

Spa & wellness news

NEW TREATMENTS

Hastings Hotels to launch autumnal spa experiences



Guests can choose from one of four treatments, which each offering full use of the spa facilities

Hastings Hotels, a collection of independent hotels in Northern Ireland, has announced that it will launch a new autumnal spa experience at two of the properties in its portfolio, the Slieve Donard Resort & Spa and the Culloden Estate & Spa.

Launched on 1 September, the Interstellar Relaxation Autumn Day Spa Experience comprises of a rejuvenating treatment that is designed to enable guests to recover from the summer.

Guests can choose from one of four revitalising treatments: a relaxing pressure point massage, a restorative hot stone



■ The autumnal experience is designed to enable guests to relax and "recover from the summer"

back, neck and shoulder massage, regenerating jasmine infused facial with a warming space mask and a soothing Tibetan scalp massage. Each lasts for an hour and 20 minutes and are designed to rejuvenate or repair sun-damaged skin.

The experience also gives guests full use of the spa facilities.

[More: http://lei.sr?a=G2C8E](http://lei.sr?a=G2C8E)

MARKETING

Gifted To You acquires voucher provider Lavish

Gifted to You, a B2B gifts and experiences supplier, has acquired spa gift voucher provider Lavish.

The acquisition will see the brand expand into the corporate market, with a particular focus on the incentive and reward space, as part of the Gifted To You range.

In addition, the spa experiences offered through Lavish gift vouchers will be promoted to the business community across the UK and Ireland, in a move that Gifted To You managing director Wendy Carter claims would give spa owners, hoteliers



■ Lavish offers vouchers for spa and beauty experiences



“**The acquisition will allow us to work with our spa partners**

Wendy Carter

and beauty therapists the opportunity to reach a potential market of over 15 million customers.

“Our acquisition of Lavish will allow us to work with our spa and salon partners to offer spa experiences, combined with unique physical gifts. This will make us the ultimate ‘all in one’ gifting solution for businesses looking for something special and memorable,” said Carter.

[More: http://lei.sr?a=b2D4P](http://lei.sr?a=b2D4P)

Future Laboratory to discuss trends at GWS

Researchers Jessica Smith and Rhiannon McGregor from the The Future Laboratory will explore the rise of “Algorithmic Beauty” — or the new ways that beauty, technology and medicine are set to converge — at this year’s Global Wellness Summit (GWS).

The Future Laboratory, with offices in London, Melbourne and New York, is a strategic forecasting firm that identifies the disruptive trends that will shape the future of consumer behavior and the lifestyle industries — with a focus on wellness.

[More: http://lei.sr?a=Y2A7z](http://lei.sr?a=Y2A7z)

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RESEARCH

'Highest ever monthly revenue' for hotels

UK hotels achieved the highest ever monthly total revenue per available room (trevpar) in July 2018, according to new figures from data company HotStats.

TRevPar increased by 5.6 per cent to £162.48, eclipsing the previous high of £161.14 recorded in September 2017.

The increase represented a second consecutive month of TRevPAR growth during what HotStats described as an "otherwise forgettable year of trading for hotels in the UK".

"July is not historically a month during which UK hoteliers would expect to be achieving a TRevPAR

high," said Pablo Alonso, CEO of HotStats.

"However, soaring demand levels, which have primarily been led by the leisure segment have helped hotels to drive top-line revenues in this month over the last couple of years.

"The strength of demand has been attributed to an uplift in staycations since the Brexit vote, as well as an increase in international visitors to the UK.

"The improvement will be to the delight of hotel owners and operators as July presents an opportunity to drive revenue and profit which previously did not exist."

More: <http://lei.sr?a=7c2R7>



■ UK hotels achieved an average revenue of £162.48 per room



The demand has been attributed to an uplift in staycations since Brexit

Pablo Alonso

CAMPAIGNS

'First Dates' star launches hospitality careers project



My message for young people is to come and explore new horizons

Fred Sirieix

Celebrity Maitre D Fred Sirieix – best known for his role in Channel 4's First Dates – has teamed up with industry organisations to launch a project aiming to attract more young people into choosing a career in the hotel sector.

The 'My Hospitality World' initiative is spearheaded by the Institute of Hospitality and London South East Colleges and has support from the college's extensive employer forum.

The campaign has also secured the support of a number of businesses, including Aqua Restaurant Group, D&D London, Malmaison London,



■ Woodrow said the hotel has 'quirky features'

and Park Plaza London Riverbank.

"My message to young people would be to 'come join the world of hospitality, explore new horizons and a career that will give you the skills and knowledge to enable you to work around the world'," Fred Sirieix said.

More: <http://lei.sr?a=k8E8h>

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ECONOMY

Bank holiday provides £1.75bn boost

An estimated seven million Brits holidayed at home during the August bank holiday weekend, providing the UK economy with a £1.75bn boost.

The figures come from VisitEngland's Trip-Tracker survey survey, which shows that 'staycations' have become more popular since Brexit, which has caused the value of the pound to decline steadily, making travel abroad more expensive.

Last year, 6.9 million Brits took a UK overnight holiday trip during the August bank holiday weekend. In 2016 the figure was 5.1 million.

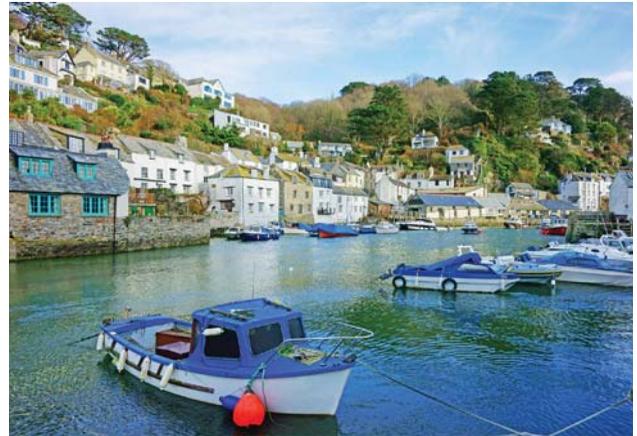
It is a continuation of a trend which has seen more Brits take holidays at home.

From January to December 2017, Brits took 59 million domestic holidays in Great Britain, up 6 per cent on 2016. Brits spent £14.1bn on domestic holidays in Great Britain last year, also up 6 per cent.

The number of Brits taking short-breaks of one to three nights in England was up 7 per cent in 2017 compared to the previous year. Brits are taking almost six million more short-breaks in England than they were a decade ago.

"Tourism benefits communities across the country and the weekend brought a significant boost to the economy," said tourism minister Michael Ellis.

More: <http://lei.sr?a=X9t3p>



■ The number of Brits holidaying in the UK has increased



“
Tourism benefits communities across the country

Michael Ellis

EVENTS

ExploreGB event to be held in Yorkshire in 2019



“
It's an opportunity to showcase the whole county

Sir Gary Verity

VisitBritain has announced that its flagship annual travel trade event, ExploreGB, is to be held in Harrogate, Yorkshire in 2019.

ExploreGB is VisitBritain's largest travel trade event with hundreds of international buyers from countries across the globe meeting travel trade suppliers from the UK to do business.

The show, taking place from 8 to 10 May 2019, attracts visitors from some of the UK's most valuable inbound visitor markets – such as Australia, France, Germany and the US – and will be seen as a coup for Yorkshire tourism.



■ Next year's flagship tourism event will be held in the spa town of Harrogate

"It's a fantastic opportunity to showcase the whole county to travel buyers from across the globe with the aim of encouraging even more visitors to Yorkshire," said Sir Gary Verity, CEO of Welcome to Yorkshire.

More: <http://lei.sr?a=V5C5E>

Over tourism and bed taxes

While the issue of over-tourism has been on the increase in European tourism hot spots such as Venice, Amsterdam, Barcelona and Dubrovnik for a number of years, the hot summer this year has suddenly seen the issue come to the fore in the UK as people have flocked to destinations such as Cornwall, Brighton, Bath and Skye in record numbers.

There are many different reasons for over-tourism depending on the destination. In Dubrovnik and Venice the expansion of the cruise industry is one of the key factors, with large passenger ships disgorging thousands of visitors in cities that are already operating at peak capacity while in destinations like Amsterdam and Barcelona, the huge increase in AirBnB properties has resulted in a significant increase in tourism accommodation stock and the spread of tourism into traditionally residential areas.

In response to the growing pressures on the public realm associated with tourism, councils are stepping up calls to government that they should be given the powers to introduce a bed tax, so that tourists can help pay for the provision and maintenance of public services and facilities.

The need for this investment is highlighted by government figures that show how council funding for tourism has decreased as a result of austerity and council funding cuts. Because tourism is not a statutory function for councils it is an area that has suffered the highest level of cuts over the past 10 years – from £122m in 2007-8 to £67m in 2016-17.

However, saying that tourists have to “pay their way” misses two key facts. The first is that tourists in the

UK already pay the highest level of tax of any country in Europe as they pay the full rate of VAT on accommodation, restaurants and attractions, as well as one of the highest tax rates on petrol to get to the destination. It is calculated that these taxes generate about £25bn per annum for the Exchequer.

The second problem is that the vast majority of visitors to a destination are day visitors. The Tourism Alliance has calculated that only around 3 per cent of visitors to a destination stay in accommodation where a bed tax could be applied. Not only would the tax be imposed on just a small number of visitors, these visitors are the most beneficial to the destination because they stay in hotels and eat in restaurants. Taxing them would simply encourage them to become day-visitors.

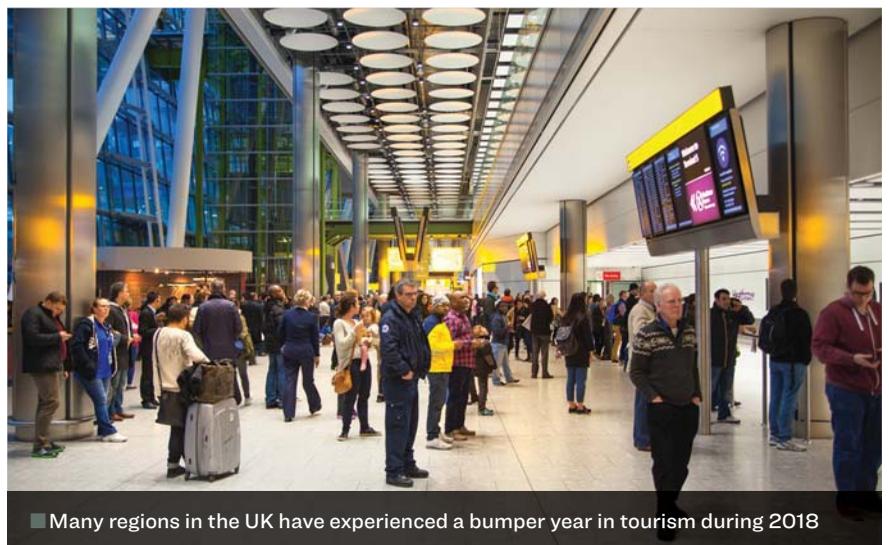
The solution is simple – the Government needs to develop a mechanism whereby a percentage of the £25bn in tax that tourists pay when going to destinations, stays in the destination. ●



■ Kurt Janson, director of the Tourism Alliance



The government needs to develop a mechanism whereby a percentage of the £25bn in tax that tourists pay stays in the destination



■ Many regions in the UK have experienced a bumper year in tourism during 2018

The International Association of Amusement Parks and Attractions presents

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MUSEUMS

V&A Dundee prepares for opening

The Kengo Kuma-designed V&A Museum of Design Dundee, Scotland's first dedicated design museum, is set to open its doors on 15th September. The attraction will be the lauded Japanese architect's first building in the UK.

Standing at the centre of the £1bn transformation of the city's waterfront, once part of the docklands, V&A Dundee has been designed to evoke the dramatic cliffs of Scotland's east coast.

The museum will feature permanent galleries of Scottish design, as well as an international and regularly updated programme of changing exhibitions showcasing

the very best of design from around the world.

While V&A Dundee has been established in close partnership with the Victoria and Albert Museum (V&A) in London, drawing on its collections, curatorial expertise and exhibitions, it has its own director, will be run independently and will develop its own exhibitions.

"V&A Dundee will build on our deep connections to the story of Scottish design and its meaning for modern practitioners, sharing our unique collections and world-class exhibitions," said Tristram Hunt, director of the V&A.

More: <http://lei.sr?a=a2f4j>



■ The iconic museum was designed by architect Kengo Kuma



V&A Dundee will build on the story of Scottish design

Tristram Hunt

EVENTS

Euro Attractions Show reveals education programme

Attendees will be able to choose from seven different topics, covering everything from guest experience to design

This year's Euro Attractions Show (EAS) will feature more than 100 hours of educational sessions, making it one of the largest learning programmes in the event's history.

Attendees to the show – which takes place in Amsterdam from 25 to 27 September – will be able to choose from seven different seminar tracks, covering topics from guest experience, digital, revenue, global challenges and marketing to design.

A brand new education track, focused on local challenges – outlining the challenges facing the saturated



■ Attendees can choose from seven seminar tracks

tourism market in Amsterdam – will also make its debut at the show.

Those taking part in the sessions will be eligible to receive eight credit hours toward IAAPA Certification, the official mark of professional achievement in the global attractions industry.

More: <http://lei.sr?a=r7q4E>

Attractions news

HERITAGE ATTRACTIONS

Holovis to bring Royal Liver Building to life



This is more than just discovering Liverpool's history

Peter Cliff

Heritage Great Britain has announced plans to breathe new life into iconic Liverpool landmark, the Royal Liver Building, which will include a new visitor attraction and projection mapped show.

The multi-million pound renovation is being spearheaded by the building's owners, Corestate Capital and Farhad Moshiri, and CBRE, a Liverpool-based building consultancy. Plans include new office space, a restaurant, gym, and two large atria with a cafe and bar, as well as a new visitor centre experience.

Developed by experience design firm Holovis, the show will be a celebration



■ The new addition will take guests on a journey through Liverpool's rich cultural heritage

of Liverpool's rich cultural heritage. It will take guests on a journey through the city's history, beginning with the industrial boom of the late 1800s all the way through to modern day.

"This is more than just discovering Liverpool's history", said Holovis creative director, Peter Cliff.

[More: http://lei.sr?a=B3n8v](http://lei.sr?a=B3n8v)

RESEARCH

Museum visits benefit chronic pain sufferers

A study has suggested that touring a museum can have an analgesic effect on helping to alleviate chronic pain.

Published in the journal *Pain Medicine*, research looked at Art Rx tours, where 56 patients with chronic pain took part in a series of private tours at the Crocker Art Museum in Sacramento, California.

The tours focused on the museum experience rather than specific objects during the one-hour sessions. Whenever possible, a gallery was blocked off to the public so that the study participants could have privacy.



■ Art Rx offers tours to people suffering from chronic pain



Participants found Art Rx inclusive and socially engaging

Ian Koebner

They proved to be very beneficial, with more than half (57 per cent) of those who took part reporting reduced levels of pain up to three weeks following their visit.

"The social component of pain is both acknowledged and addressed," said lead author Ian Koebner.

"Participants found Art Rx to be, among other things, inclusive, validating and socially engaging."

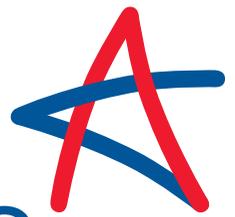
[More: http://lei.sr?a=U8b9P](http://lei.sr?a=U8b9P)

British Motor Museum launches workshops

The British Motor Museum is inviting people to learn new skills with its series of motoring-related workshops this autumn.

The Museum will be holding workshops to enable participants to learn skills from professionals in photography, creative writing, drawing and classic car ownership. Each course includes entry to the Museum so participants can also visit the world's largest collection of historic British cars.

[More: http://lei.sr?a=Y6G2r](http://lei.sr?a=Y6G2r)



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Mind the skills gap

A new report has revealed that a lack of qualified teachers is "creating widespread problems" for pools and swim schools



■ It is feared that fewer children are taking part in swimming due to the teacher shortage

Difficulties in recruiting trained swimming teachers continue to create "widespread problems" and disruption for many swim schools and pools across the UK.

According to a survey by the Swimming Teachers' Association (STA), 68 per cent of swim schools have been impacted by the shortage, limiting their opportunities to offer lessons to children.

WIDESPREAD ISSUE

STA's 2018 *Industry Swimming Teachers Recruitment Survey* also found that more than two-thirds of UK swim schools have a waiting list for lesson spaces, while 78 per cent said they could not find appropriately qualified swimming teaching staff to meet this demand.

Nearly three quarters (71 per cent) said difficulty in finding appropriate staff was affecting their business growth plans. Swim schools operating in the North, South East, East Midlands and Wales were revealed to be the biggest problem areas for recruitment.

BENCHMARKING

The study was designed to understand how widespread an issue swimming teacher recruitment is in the UK.

Nearly three quarters of pools and swim schools said difficulty in finding appropriate staff was affecting their business growth plans



■ More than three quarters of swim schools have been impacted

“ The issue of recruitment and its impact on the opportunity for children to learn how to swim remains a major concern ”

It follows a similar study undertaken by STA in 2015. By comparing like-for-like statistics from the two studies, STA hopes to chart whether recruitment has improved over the last three years.

“Recruitment is a widespread problem and causes many operational issues for swim schools,” said Dave Candler, STA CEO.

“These range from schools not being able to cope with demand, being forced to cancel swimming lessons and having longer waiting lists, which all impact on their future growth.



■ The shortage affects many UK pools

IMPACTING CHILDREN

“While the research we conducted shows some pockets of improvement – when compared to the 2015 survey – the issue of recruitment and how it’s impacting on the opportunity for children to learn how to swim remains a major concern.

“This is especially true when you consider that fewer children are actively participating in primary school swimming programmes as this is pushing even more demand onto the country’s swim schools.

“Unfortunately the issue is also being further compounded in the private sector by the fact that many swim schools already find it difficult to cope with the increased demand for lessons.

“The need doesn’t often meet demand due to pool time availabilities and the limited number of swimming pools we have in the UK stock.” ●



■ STA chief exec Dave Candler

■ The museum will move to a new space on Wells Street, close to the British capital's famous Oxford Street



Cartoon Architecture

Sam Jacob Studio appointed to design London Cartoon Museum's new home



■ Sam Jacob, principal of Sam Jacob Studio

Architecture and design practice Sam Jacob Studio will give London's Cartoon Museum "greater flexibility" in displaying its collection, having been appointed to design its new home.

The museum, which showcases a collection of cartoon and comic art dating back as far as the 18th century, was founded in 2006 and is "dedicated to preserving the best of British cartoons, caricatures, comics and animation".

Following a 25-year lease deal agreed with developer Great Portland Estates, the museum will move to a new space on Wells Street, close to the UK capital's famous Oxford Street shopping district, leaving its original home in the nearby Bloomsbury area of the British capital.

Sam Jacob Studio's renderings point to a sense of fun and vibrancy for the project, with washes of bold colour adorning the walls and floors.

"The Cartoon Museum is a fantastic institution with an incredible collection and



■ The new home of the Cartoon Museum is set to open in early 2019

programme," said practice principal Sam Jacob. "Our approach will turn the graphic world of cartoons into a three dimensional space full of humour and delight."

As well as its main exhibition spaces, the museum's visitor facilities will include a shop and an "inspiring new learning centre", along with archive space and back of house facilities.

"The Cartoon Museum is a museum of laughter, but with a serious mission to promote the very finest of Britain's heritage of cartoons, comics and caricature," said



Our approach will turn the graphic world of cartoons into a three dimensional space full of humour and delight

Cartoon Museum chair, Oliver Preston.

"Sam Jacob Studio's design brings a real sense of fun and vibrancy to the visitor experience. It has always been our aim to send people out of the museum happier than when they came in. Sam Jacob is really helping us to achieve this aim.

"The new museum will build on the success of the past 12 years, enabling us to bring our amazing collection to life and share it with wider audiences. There will be something for everyone to enjoy – young and old.



Alongside the 35,000sq ft adult club, we're building our first Little Space – a kids' club with a number of bespoke areas for children

Colin Waggett, CEO of The Third Space



A space for children

Boutique operator The Third Space will launch a new kids' gym concept in 2019. The first Little Space will be part of the chain's sixth club in Islington, north London



■ The new children's concept will sit alongside an "adults club", offering The Third Space's wide range of exercise classes

The Third Space will open its sixth club in Islington, north London during Q2 2019.

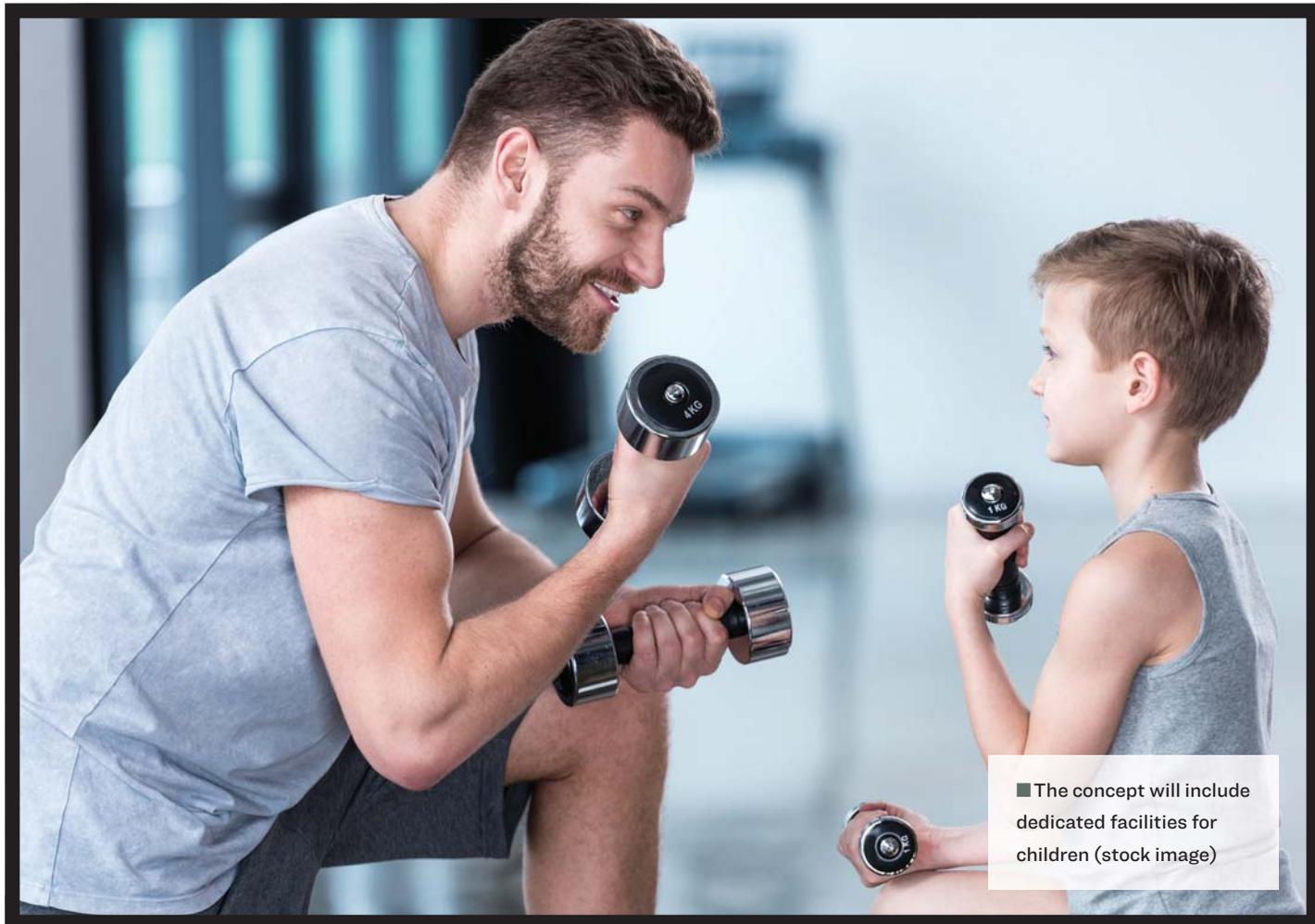
Speaking exclusively to Health Club Management, CEO Colin Waggett revealed the plans include launching the company's first 'kids' gym' concept.

MEETING DEMAND

"There's a very strong demand for young family facilities," Waggett said.

"So, alongside a 35,000sq ft adult club, we're building our first Little Space – a kids' club with a dedicated kids' training pool, sports hall, dance studio, climbing area, café and crèche."

Waggett added that the new family-focused concept is part of the premium operator's strategy of creating individual experiences at each of its clubs – while



■ The concept will include dedicated facilities for children (stock image)

IMAGE: SHUTTERSTOCK.COM

What we didn't want was for Islington to become a 'family club', so we've kept the adult and children areas separate

retaining the all-important brand ethos of The Third Space.

"It's a good example of us being small enough as a business to look at each new market and ask: 'What do people here really want?'," he said.

KEEPING IT SEPARATE

"We did 300 doorstep interviews and focus groups to make sure our concept was right," Waggett says of the creative process. "What we didn't want was for this to become a family club, mixing the two sides of the offering and possibly ending up with something that wasn't the best of either world.

"This is why we've kept things separate: the Third Space adult experience is entirely unaffected and is still best-in-class in terms of offering a grown-up environment, and Little Space is equally free to specialise in

kids' facilities and programming."

Waggett added that the concept could be rolled out at future sites.

"We're already looking at sites to open between 2020 and 2025," he said. "And we certainly have one other site which might suit a more residential, Islington-esque formula."

Waggett also hinted that the brand could eventually open its first site outside the lucrative London market.

"We're on track to open a new site every 12 to 18 months," he said.

"At the moment, we're focused on locations within the M25, with an emphasis on London zones 1 and 2, but I could see us moving outside London, or indeed outside the UK."

• Read the full interview with Colin Waggett in the August Issue of *Health Club Management* magazine: <http://lei.sr?a=17x5i> ●



■ The adult facilities will be separate from the children's areas, in order to maintain The Third Space brand ethos



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Do you want to work in the sport and leisure industry providing strategic advice to governing bodies of sport and working on the development of some of the largest and most exciting new sport and leisure facilities in the country?

FMG Consulting is a specialist management consultancy providing clients with business focused solutions in the sport, leisure and culture sectors since 2010.

We provide advice, support and analysis covering strategy, feasibility, business case, procurement and financing solutions and work with public, third sector and private sector partners including Sport England, national governing bodies (e.g. the FA, RFU, British Cycling), private developers, leisure operators, local authorities and charitable trusts.

We are seeking highly motivated individuals with experience and knowledge of the sport and leisure industry to help us drive continued growth of the company and deliver a busy pipeline of long-term projects.

The successful candidates will have long-standing and successful track records of working at a senior level within the industry, either in consulting, operations or managing services in the public sector. You will possess a detailed understanding of the strategic landscape for sport and leisure in the UK, be able to demonstrate a strong commercial acumen, be highly numeric, have excellent project management, report writing and communication skills and be passionate about delivering a high-quality service for our clients.

The role requires a willingness to travel to meet the needs of our client base across the country and as such does not have a fixed location.

Benefits include a competitive salary, bonus package, pension contribution and 25 days holiday (plus bank holidays).

To apply, please send a covering letter and CV, together with current salary details by clicking on 'apply now'.

FMG Consulting is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Apply now: <http://lei.sr?a=Z8Y3z>



We are recruiting apprentices from 16-60+

énergie Fitness, the UK's leading fitness franchise operator, are building an apprenticeship programme without boundaries. You can view the 4 key job roles of Host, Sales Prospector, Personal Trainer and Club Manager on the énergie Leisure Opportunities portal www.leisureopportunities.co.uk/jobs/energie

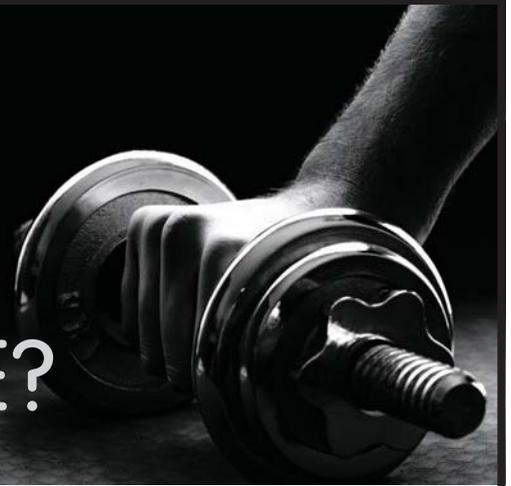
At énergie we recruit apprentices from all ages and backgrounds. You can earn attractive salaries and are guaranteed free training leading to recognised, national qualifications. If you want to make a difference to the lives of people, and create a fitness club where people feel they belong, then let's have a conversation.

énergie operate over 100 clubs over UK and Ireland, locally-owned, nationally-led.

Apply now: <http://lei.sr?a=W4C8t>

**énénergie
Fitness**
where you belong...

CAN XERCISE4LESS OFFER YOU MORE?



With an excellent starting salary, industry leading bonus and commission, management training programs and ongoing development, we definitely can!

We're also one of the fastest growing companies in the UK so why not join us and see your career grow too.

Due to our rapid growth, we are on the look out for leaders across the UK in the following roles:

GENERAL MANAGERS

SALES MANAGERS

MEMBERSHIP

CONSULTANTS

RECEPTIONISTS

PERSONAL TRAINERS

If you would like to apply, please head to our website via xercise4less.co.uk and go to the careers section.

To make a speculative application, please send your CV along with a cover letter to recruitment@xercise4less.co.uk.

You will be:

- Competitive by nature and be motivated by money.
- Motivated and driven to succeed.
- Able to work in a fast paced and ever changing environment.
- A real people person and able to communicate and empathise with people.
- Passionate about fitness, sport and all things healthy!

Other Awesome Benefits:

- Opportunity to progress within a growing company.
- Contributory pension scheme.
- Access to excellent training programs – management, e-learning and onboarding.
- Free gym membership.
- Access to discounts at hundreds of global brands through Perkbox including free Tastecard.
- Free mobile phone insurance and breakdown cover.





PERSONAL TRAINERS

Help our members **find their fit!**

- *Do you want to be part of a successful gym?*
- *Do you want to keep 100% of the earnings from your PT work?*
- *Would you prefer not to pay any "rent" or for a "licence fee"?*
- *Do you want to work in a state-of-the-art gym that'll have over 5000 members and more giving you a huge potential client base?*

If your answer to all these questions is yes, then we'd like to hear from you. In return, you'll need to give an agreed number of hours a week of your time to contribute to the success of the gym.

The Gym Group is the UK's fastest-growing low-cost gym operator. Open 24 hours a day, with no minimum contract, no punishing tie-ins or lengthy membership process.

Our state-of-the art facility can be accessed from just £10.99 per month. We're looking to recruit Level 3 certified Personal Trainers to join our exceptional teams across the UK.

We're looking for driven, business minded team players who want to operate as a freelance Personal Trainer, who believe in offering a high level of customer service to members and who want the opportunity to develop their own business and the business of the gym in which they work.

If you are an experienced Personal Trainer looking to build a successful client base, in a superb location, with fantastic career development opportunities, then please apply in confidence by clicking 'apply now' to submit your CV.

To find out more about these exciting opportunities visit our recruitment website: www.leisureopportunities.co.uk/GymGroup



Apply now: <http://lei.sr?a=c3P0I>



BVLGARI
HOTEL LONDON



Located in Knightsbridge on the edge of Hyde Park, The Bvlgari Hotel London is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrods department store.

We are recruiting!

We are currently recruiting for a variety of roles to join our award winning luxury Spa. Based over two floors, our Spa comprises numerous treatment rooms offering a variety of specialist products and services, a Spa suite and a 25m swimming pool and adjoining vitality pool. We offer a competitive salary and benefits package

Spa Sales and Reservationist

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Spa Attendant

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Senior/Spa Therapists

Spa Therapists are responsible for delivering exceptional treatments to guests of the spa, in line with ESPA and Hotel brand standards, whilst maintaining the excellent five-star client care, cleaning standards and grooming. Responsible for revenue generation through retail, up-selling and cross sales to other business centres in the spa.

Did we mention the fabulous benefits we offer too? See below for just some of them...

- Highly Competitive Salary
- Discount at selected Bulgari retail outlets
- Life Assurance
- Private Dental Insurance
- Service Charge
- My Bulgari Rewards Discount Scheme
- Private Health Insurance
- Group Personal Pension Plan

All our colleagues demonstrate our core values in the service they deliver... Radiance, Grace, Authenticity, Pure Presence, Integrity and Tradition of Excellence... is this you? If you think it is and you would like to join our team please send your CV and letter of application below.

We look forward to hearing from you!

For more information and to apply: <http://lei.sr?a=b3R5t>



Spa Therapist

S O F I T E L
LUXURY HOTELS

LONDON HEATHROW

Location: Heathrow Airport, London, United Kingdom
Competitive Salary & Benefits

Award-winning luxury hotel directly connected to Heathrow Airport's Terminal Five with 605 bedrooms & suites, 45 meeting rooms, five restaurants and bars and a luxury spa with a thermal suite.

The spa is responsible for the delivery of a wide array of luxurious spa treatments to both our hotel guests and day guests & visitors ensuring an exceptional experience every time. We have five treatment rooms including, one couples suite a full hydro suite, relaxation room & gym facilities.

Spa Therapist is responsible for the delivery of a wide array of luxurious spa treatments to both our hotel guests and visitors. They also look after our Hydro Suite facilities ensuring the wellbeing of clients at all times.

Duties and Responsibilities

- Performing all spa treatments as per product and spa guidelines to include, head and body massages, facials, manicure, pedicure, hot stone treatments etc.
- Full and proper use of all Spa equipment as per treatment guidelines and training.
- Delivery of exceptional client care at all times.
- Outstanding cleanliness and hygiene across all areas of the spa.
- Up-selling spa products where possible and carry out Spa reception duties if required.
- Assist with demonstrations as and when required.
- Maintaining all equipment and work areas, including key security and comply with Health and Safety guidelines.

Skills & Experience

- Recognized Beauty Therapy Level 3 qualification (e.g. NVQ3 BTEC/CIDESCO/CIBTAC/BABTAC or similar) is preferred
- Previous experience in 5* spa environment would be an advantage
- Capable and dedicated to delivering high levels of guest care
- A smart, polished and professional appearance
- A positive attitude and excellent communication skills
- Willingness to drive treatment & products sales
- Previous knowledge of ESPA products and treatments would be an advantage

What we offer:

- Staff uniform provided
- Meals provided on duty
- 28 days annual leave (pro rata for part-time)
- A friendly working team environment
- Working with a luxury treatment brand with full training provided
- Continuous training on new products and spa treatments
- Reduced parking rate for members of staff
- Staff incentive programme
- Discounted/preferential rates at hotels within Accor and Arora hotels
- Discount of 30% off food and beverage in Hotel dining outlets

APPLY NOW: <http://lei.sr?a=n7J0l>



Spa Recruitment Open Day

THURSDAY 13TH SEPTEMBER, 11.00am – 7.00pm

Coworth Park, Dorchester Collection's luxury country house hotel has a multi-award winning Spa and we are seeking Spa Therapists and Receptionists to join our team.

Our Spa is stunningly beautiful, illuminated with natural light and has spectacular views.

With eight treatment rooms, a manicure/pedicure suite and luxurious spa facilities our Spa requires a minimum NVQ Level 3 qualified, experienced and gifted therapists to perform a wide range of beauty and therapeutic treatments to the highest standards for our five-star guests.

To attend the open day, simply come along anytime between 11.00am and 7.00pm to The Spa at Coworth Park, Coworth Park, Blacknest Road, Ascot, Berkshire, SL5 7SE.

Please bring your CV and you will meet with our Spa Director and Spa Manager to find out more about our current recruitment opportunities.

If you are unable to attend we would still be pleased to hear from you, please submit your CV and covering letter below.

More information: <http://lei.sr?a=J2C0J>

COWORTH · PARK
ASCOT

Dorchester Collection

Marketing Coordinator

Location: Islington, London, UK
Competitive Salary & Benefits

Power Plate is the global leader in vibrating fitness platforms. Found across the globe in health clubs, fitness studios, sports clubs, hotels, corporates, personal training gyms and individual's homes; Power Plate helps users to Prepare Faster, Perform Better and Recover Quicker.

We are looking for a talented Marketing Coordinator to join our team. This position requires a proactive and professional individual who recognises the unique opportunity to be part of a pioneering organisation in an exciting new position with the rare chance of supporting both Business and Consumer (B2B and B2C) fitness markets.

If you excel in multiple business disciplines with the relevant marketing, administration, organisation and relationship management skills with a passion for health, fitness, wellness or sport, we want you at Power Plate to grow with us.

PRIMARY PURPOSE

- Coordinate activities driven by US marketing team and UK agencies, in line with agreed strategy
- Provide regular connection and communication with US marketing team and UK agencies
- Coordinate marketing collateral and distribution ensuring adherence to brand guidelines and sharing best practice
- Represent Power Plate to customers, retailers, partners and staff during trade shows, training, education, customer events and meetings
- Provide sales support for consumer retailers and commercial buyers as directed * Coordinate and support key projects including events, digital, content, creative, campaigns, PR and social media
- Provide marketing support to master and personal trainers across UK as required
- Ensure projects are delivered on time and on budget with regular status updates plus tracking & reporting to multiple stakeholders

JOB REQUIREMENTS

Education – Business management or marketing degree preferred. Personal trainer or Group Exercise qualifications highly desirable but not essential.

Experience – Marketing knowledge and application including sales support, ideally in the fitness industry and with practical digital know-how.

Key Skills – Excellent communication and organisation skills with the ability to manage multiple stakeholders, both internal and external. Flexible in approach to adapt to changing requirements.

Physical/Mental/Visual – Ensure constant positive attitude towards colleagues and customers and demonstrate the drive to get projects seen through to completion.

Ability to Learn – To constantly develop skills in terms of product applications, theory and company. Keep up to date with competitive products and market trends.

Confidential Data – Not to disclose information to competitors and sensitive financial data, ensuring company compliance.

Apply now:
<http://lei.sr?a=Q8m4L>



Estate Food and Beverage Manager

Location: Somerset, UK

Salary: From £60,000 to £65,000 per annum plus package

This unique and extensive visitor attraction and hotel development across 1500 acres of Somerset countryside is currently looking for a passionate food led, Food and Beverage Manager.

The food and beverage culture will be led by the surrounding gardens, orchards and farmland, encompassing the very best seasonal produce from the south-west. Working closely with the Estate & Horticulture Managers this role will create, launch and operate a Garden Café (170 covers) Garden Terrace café (30 covers) Cider press café (100 covers) & Museum café (60 covers). The grounds will also host high profile, bespoke events and parties. The focus is on quality, authenticity and consistent delivery.

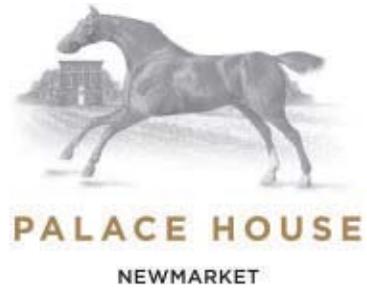
As Food and Beverage Manager you will be responsible for the EPOS set up, recruitment, and will be heavily involved in the marketing and strategic planning; keeping ahead of food trends and culinary techniques, appropriate to the target audience. Reporting to the Estate Manager you will have full P & L responsibility, maximising revenue and managing all costs efficiently.

This role requires a candidate with a successful track record in a senior Food and Beverage management role within a quality hospitality business. You must have a detailed understanding of food trends and cuisine in general, with some quality kitchen experience as a chef, preferable but not essential.

Scheduled to open in the Spring 2019 this is a special project with a strong team culture. Combining nature and hospitality to create a truly wonderful and distinctive guest experience. Along with a competitive salary, there is an extensive benefits package tailored for this role.

Apply now: <http://lei.sr?a=0M4o8>





BUSINESS MANAGER

Salary: Up to £55,000 (depending on experience) + pension
Location: Newmarket, UK

This new and exciting senior management role will lead the commercial and operational teams and is focused on commercial decision making, business planning and cost control, through the ability to unite those teams around a shared vision and plan.

The National Heritage Centre at Palace House is a footfall focused visitor attraction. The customer offer and experience needs to be reviewed and improved continuously both to maximize profitability and to ensure the best experience for all visitors.

We are looking for someone to drive all commercial aspects of the site with:

- strong commercial acumen combined with a flair for financial analysis and an ability to manage complex commercial data
- proficiency in presenting clear and concise commercial reports to the management team, trustees and stakeholders/funders
- experience at management level with a strong track record in marketing/PR, retail and events in a destination tourist venue where they have demonstrably improved the offering and have increased footfall, turnover and profitability
- decisiveness to action relevant changes
- a background with a successful commercial destination tourist venue with a family-focused visitor experience

To apply, please send your current CV and a covering letter, explaining your interest in this post and relevant experience and qualifications, together with details of at least two referees and information regarding your availability. Please also indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details.

This job has been made possible by project funding through the Heritage Lottery Fund's Resilient Heritage Programme.

Equality: The National Horseracing Museum believe in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will, therefore, disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability

*Contract – Two Year Fixed term, Full-time
Contract with possibility of extension*
Closing date: 07 Sep 2018

**For more information
and to apply now:
<http://lei.sr?a=H5P4h>**

SWIMMING INSTRUCTORS



Currently recruiting for venues in:

- Heathrow
- Hampshire
- Teddington
- Bedford
- Hammersmith
- North London
- Central London

Are you a passionate and skilled swimming instructor with a talent for inspiring all ages to swim?

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

Instructor benefits

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

The essential ingredients

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

Interested?

APPLY NOW <http://lei.sr?a=y8j2S>

GYMNASTICS COACHES FOR THE NEW MAX WHITLOCK GYMNASTICS PROGRAMME

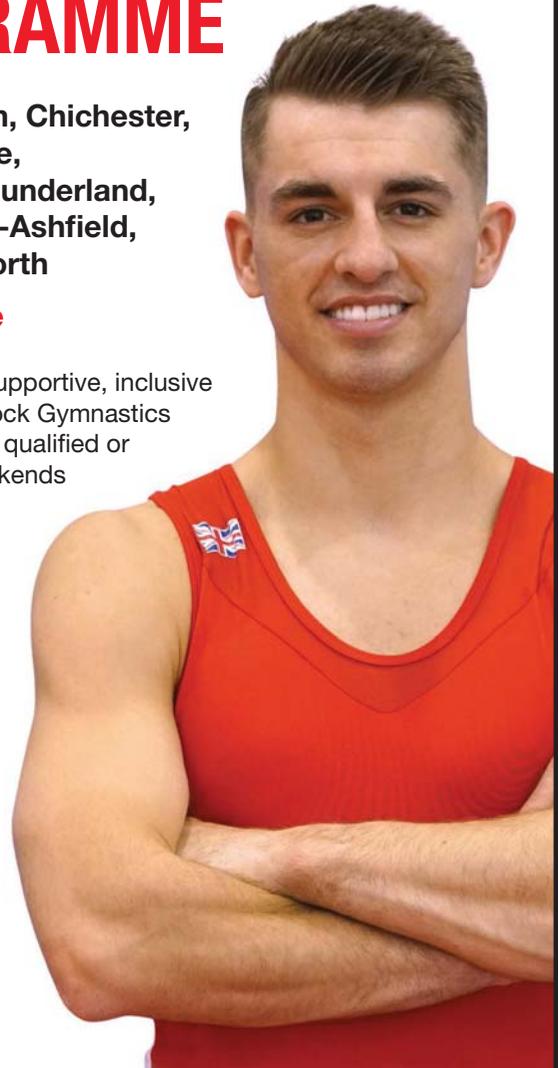
Locations: Ealing, Spelthorne, Sutton, Fareham, Chichester, St Albans, Watford, Hart (fleet), East Hampshire, Plymouth, Stratford, Warwick, Stroud, Poole, Sunderland, Middlesbrough, Redcar & Cleveland, Sutton-in-Ashfield, West Lindsey, Lincolnshire, Nuneaton & Bedworth

Salary subject to qualifications and experience

Everyone Active is currently seeking high calibre, positive, supportive, inclusive and progressive gymnastics coaches to lead our Max Whitlock Gymnastics Programme. The ideal candidate will be Gymnastics Level 1 qualified or above, and able to coach our courses during the week, weekends and holiday periods.

The successful candidate will be:

- Able to lead a group of children and teach a variety of gymnastics skills and techniques
- Able to adapt gymnastics teaching skills to deliver the Max Whitlock Mastery Awards Framework
- Hold a Level 1 qualification in gymnastics and/or above
- Able to adopt a positive approach and engage with parents to provide feedback
- Be punctual and able to cover holiday and sickness
- Embrace our brand mission of 30 minutes of activity 5 times a week.



WE PLEDGE TO GET ONE MILLION KIDS ENGAGED WITH GYMNASTICS BY 2022

Voted No 1

Accreditations & Partners



FOR MORE INFORMATION AND TO APPLY: [HTTP://LEI.SR?A=5Y6LO](http://LEI.SR?A=5Y6LO)



Circadian Trust
giving more

Leisure Assistant

Hours: Full time and casual

Do you want a career in the Leisure Industry?

Locations:

- Bradley Stoke
- Thornbury
- Longwell Green
- Kingswood

Working with us you would....

- Life guard on pool side, carrying out rescues and life saving techniques as necessary!
- Assist our customers ensuring they have a fantastic experience while at the centre.
- Make sure Health and Safety procedures are observed throughout the centre, reporting any risks.
- Set ups and take down of equipment, maintaining a clean and safe environment for users at all times.

If you join our wonderful team as a Leisure Assistant you will...

- Get free use of the amazing facilities!
- Receive excellent training, career development and the opportunity to work with like-minded people.
- Have the opportunity to work a variety of shift patterns.

We want to hear from you if you..

- Have a current National Pool Lifeguard qualification, or are willing to achieve this within first three months!
- Have a passion for health and fitness.
- Want to work for a company who support you in your career.
- Are friendly and enthusiastic about what you do!

Active
Lifestyle Centre

INSPIRING
ACTIVE
LIFESTYLES

For more information and to Apply: <http://lei.sr?a=q2Z7R>

Duty Manager

active
newham

East Ham, London, UK

Salary negotiable depending on experience

We are a Leisure Trust with charitable status working in partnership with Newham Council to deliver leisure, sports and volunteering opportunities in Newham. Since January 2013 our mission has been to support you to become more active in your local community. Whether it's to take part in your favourite sport, organise an event in your local neighbourhood park, or even just to achieve your fitness goals in one of our 5 leisure and fitness centres. We are here to help and support you.

Responsible for day to day and overnight operational management of the centre including programming, staff supervision, health and safety, cleanliness and customer service.

To be part of the leisure centre management team and contribute to the business' success through active promotion and ensuring first class customer service at all times.

A dynamic individual with a 'can do', results-driven approach and attitude.
- Demonstrates trust, openness and respect when interacting with people. -
Flexible approach to tasks and workload.
Ability to work flexible shift patterns outside normal hours, including evenings, weekends, public holidays.

It is essential that applicants are able to work a full 12-hour shift to include mornings, evenings, overnights, weekends and bank holidays including Christmas Day/New Year's Day, is essential for this post.

activeNewham is committed to safeguarding and protecting the children and young people that we work with.

As such, all posts are subject to a safer recruitment process including the disclosure of criminal records and vetting checks.

We ensure that we have a range of policies and procedures in place which promotes safeguarding and safer working practices across our services.

For more information and to apply:

<http://lei.sr?a=W2V0o>





GUARANTEED JOB INTERVIEW*

**STUDENT, FOOTBALLER,
PIZZA LOVER 24/7
SWIMMING TEACHER
8 HOURS A WEEK**

“I didn’t know what I wanted to do when I left school. I’ve always been sporty and was always down my local leisure centre and knew all the staff. One of them said to me that you could build a really good career as a swimming teacher as there were always plenty of shifts to work. I got myself qualified and now I work pretty much full time over all different shifts, so I still get time to play football and see my mates.”

Train to be a STA-qualified swimming teacher. Swimming Teachers can work flexible hours across a variety of shifts, and you could train to be one in only five days with GLL College.

*Guaranteed job interviews on qualification with the UK’s largest swim school operator.

gllcollege.co.uk

GLL
COLLEGE