

# leisureopportunities

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## Virgin Active unveils Tough Mudder training

Virgin Active has landed an exclusive three-year partnership with Tough Mudder that will see the health club chain offer tailored training sessions to legions of outdoor competitors.

Marketed as the 'toughest event on the planet,' Tough Mudder has become hugely popular since launching in 2010, with teams of fitness enthusiasts enticed by the chance to push their bodies to the limit through icy, fiery and electrified obstacles in the name of charity. The new tie-up will see Virgin Active providing in-club training specifically designed to help competitors discover the inner strength, stamina and all-round determination required to complete the challenge.

Health clubs and particularly boutique gyms are increasingly looking to capitalise on the growing popularity of endurance events such as triathlons and Tough Mudders. For example, cycle-focused boutique Athlete Lab allows triathlon and cycling event trainers to



Tough Mudder has attracted more than 1.5 million participants to date

bring their own bikes, which can be hooked up to the site's specialist technology to provide coaching and analysis on race-specific circuits.

As the official health club partner of Tough Mudder, Virgin Active hopes the tie-up will lead to a handy stream of members.

Tough Mudder participants – of which there have been more than 1.5 million to date – will receive newsletters, social media messages and other updates on the Tough Mudder-tailored activities that Virgin Active will be offering.

Utilising Virgin Active's new functional experience 'The Grid' – a 30-minute class based on high-energy obstacle training – competitors across the UK will be able to access a full body workout, as well as receive training advice through 'Grid Active'. Virgin Active and Tough Mudder are also collaborating on a new class "set to redefine obstacle training," due to be revealed later in 2015.

"Discovering new ways to train and keep exercise fresh are fundamental to maintaining an active lifestyle and keeping motivation high all year round," said Virgin Active CEO Paul Woolf. Details: <http://lei.sr?a=j8m4Z>

### Meditation 'could reduce' workforce absenteeism

An eight-month inquiry by a cross-party group of MPs and peers on mindfulness, found frontline public servants could be less likely to fall ill with stress or quit altogether if they use mindfulness to help control anxiety and depression.

"It could be rolled out to prison staff, GPs and in key professions where there is big burn out," said Chris Ruane, MP and co-chair of the cross-party group. "If we prove conclusively that mindfulness can stabilise those individuals, it would be a great benefit to society."

Details: <http://lei.sr?a=Y3P3M>

### Smithsonian eyes Olympic Park spot

US-based Smithsonian Institute is working towards a deal for its first international location at London's former Olympic Stadium site.

London's mayor Boris Johnson and developers for the Queen Elizabeth Olympic Park site have already secured £33m in private contributions for the proposed Smithsonian, which would help anchor the new 'Olympicopolis' site upon its opening in 2021.

The 40,000sq ft Smithsonian gallery would be part of the Olympicopolis educational and cultural quarter being developed at the Queen Elizabeth Olympic Park in east London.

Several high profile names including The Victoria and Albert Museum, Sadler's Wells



Olympicopolis is a key part of 2012 legacy plans

dance theatre and University of the Arts London are already involved in the project. In September, Johnson launched a design competition for the new £400m educational and cultural quarter. Details: <http://lei.sr?a=c2M6v>

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The Leisure Media Company  
Portmill House, Portmill Lane,  
Hitchin, Herts SG5 1DJ, UK  
Tel: +44 (0)1462 431385  
Fax: +44 (0)1462 433909  
e-mail: please use contacts'  
fullname@leisuremedia.com

## Subscriptions

subs@leisuremedia.com

## Editor

Liz Terry 01462 431385

## Head of News

Jak Phillips 01462 471938

## Journalists

Tom Anstey 01462 471916

Helen Andrews 01462 471902

## Architecture and Design

Katie Buckley 01462 471936

## Products Editor

Jason Holland +44(0)1462 471922

## Design

Ed Gallagher 01905 20198

## Internet

Michael Paramore 01462 471926

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## Real Madrid tops revenue rankings

European Champion Real Madrid remains the richest football club in the world, according to the latest edition of the annual *Deloitte Football Money League* – which measures annual revenues of football clubs.

It is the 10th year running that the Spanish club sits at the top of Deloitte's annual survey, with revenues of €549.5m (£459.5m).

Manchester United now sits second in the table, with revenues of €518m (£433.2m) in 2013-14. It marks a significant comeback for the English Premier League (EPL) club, having been ranked fourth in last year's survey. While Real dominates the club rankings, the EPL is similarly sovereign when it comes to assessing the richest professional football league in the world.

A total of eight EPL clubs placed within the top 20 this year, with Newcastle United and Everton joining Man U, Chelsea, Arsenal, Manchester City, Liverpool and Tottenham.

Strikingly, every EPL club from the 2013-14 season made it into the top 40 of the Money



Cristiano Ronaldo has considerably boosted the fortunes of Real Madrid

League – making the likes of Hull City and Crystal Palace worth more than Portuguese giants FC Porto and Italian club Lazio.

Austin Houlihan, senior manager at Deloitte, said: "The fact all the clubs in the Premier League are in the top 40 is testament to the huge appeal of the league globally and also the equality of the distributions the clubs enjoy relative to their European counterparts."

"The League's new broadcast deals have translated into big revenue increases across the top flight." Details: <http://lei.sr?a=B9p3F>

## York's £41m stadium set for 2016 opening

Building services firm ISG has been confirmed as the preferred construction partner for the £41m York Community Stadium and Leisure Complex scheme.

The mixed-use stadium development, which ISG will build as part of a consortium led by non-profit facility management company GLL, will become the new home for York's professional football and rugby teams – York City FC and York City Knights. It will include leisure, retail, office and community facilities.

ISG's appointment is expected to pave the way for building work on the stadium to begin later this year, with completion set for 2016.

In addition to a new 8,000 all-seater stadium with high-quality hospitality and conferencing facilities, the complex will house three floodlit 3G sports pitches for community use and a new leisure centre with a 25m (82ft) six-lane swimming pool and health club. The centre will replace the ageing Waterworld and



The 8,000-capacity stadium will host York's rugby and football teams

Courtney's Gym facilities, providing a main pool, with separate teaching and fun pools with fun water features for children.

A multi-use sports hall for netball, basketball and badminton will have viewing for up to 250 spectators. The scheme also includes a 100-station gym and an extreme adventure sports zone. Elsewhere, the stadium's East Stand will become home to a large community hub.

Details: <http://lei.sr?a=K8N4W>



## HOK: 'Great to be back' in sports

Bill Hellmuth, president of global architecture practice HOK is "excited" by the firm's re-entry into the sports sector.

Speaking to *Leisure Opportunities*, Hellmuth said the acquisition of 360 Architecture, which will form part of a new practice called HOK Sports + Recreation + Entertainment, has "filled a void" in HOK's operations.

"It's great to be back in sports," he said. "It's a piece of our practice that we've sorely missed for the last six years."

HOK's previous sports arm, HOK Sport Venue Event, became Populous in 2008 following a management buy out. A non-compete agreement, which formed part of the deal, meant HOK hasn't worked in sports architecture for 5 years.

Founded in 2004, 360 Architecture is recognised as one of the world's leading designers of stadiums, arenas and wellness centres, employing 200 staff. The company's previous work includes the MetLife Stadium in New



Bill Hellmuth, president of HOK is delighted with the acquisition

York and the Basra Sports City project in Iraq.

Hellmuth said the integration of 360 into HOK will impact all HOK's future work around large projects, providing extra firepower.

"Having the sports component woven in from the very beginning is a real benefit," he added. "We do an awful lot of work with developers and a lot of masterplanning of communities."

Details: <http://lei.sr?a=s9U9q>

## The inspiring project behind This Girl Can

The recent high profile launch of the *This Girl Can* campaign will owe any success it achieves to an innovative pilot scheme that has been running in Bury since September 2013.

The *I Will If You Will* project – delivered by Bury Council with support from local sports providers, community groups, businesses and volunteers – has so far got more than 6,500 women physically active in the town.

It has successfully altered women's attitudes towards sport and physical activity, resulting in positive behavioural change. The project has so far delivered nearly 25,000 activity sessions, including netball, swimming, jogging, aqua aerobics and piloxing across the borough.

The results are encouraging, especially considering the budget – the council has awarded around £35,000 of funding to local groups to help set up the sessions.

Sport England Director of Sport, Phil Smith, said: "*I Will if You Will* has helped shape our national '*This Girl Can*' campaign. It has had a major impact locally and the lessons learned so



The *I Will If You Will* scheme was introduced in September 2013

far have allowed us to better understand how women and girls take part in sport."

The success of the Bury programme means that it will be continued – and expanded – over the next two years. Plans are to introduce a council-wide approach, bringing together a range of departments, services and agencies to find the best way to bring about the change required to get even more women more active.

The long term goals are to change the culture within Bury to make sport and physical activity the social norm, and contribute to improving health and wellbeing of local residents.

Details: <http://lei.sr?a=e5p8s>

## Roche and Dowson to sit on board of UK Sport

Nicky Roche CBE and John Dowson have been appointed to the board of UK Sport by culture secretary Sajid David.

Roche, a former civil servant within the Department for Culture, Media and Sport, oversaw the successful UK legs of last year's Tour de France as CEO of TdF Hub 2014.

Dowson, a chartered management accountant, has been actively involved in paralympic sport and became chair of GB Boccia Federation in June 2014.

Roche has been appointed to the UK Sport board for a three-year term until 14 December 2017, while Dowson's term will last until 15 March 2018.

Details: <http://lei.sr?a=g7p9M>



The Sheffield park is expected to open in 2016

## EIS Sheffield & iceSheffield join Olympic Park project

The English Institute of Sport Sheffield (EIS Sheffield) and iceSheffield have been incorporated into the city's multi-million pound Olympic Legacy Park (OLP) project.

Located in the East End of Sheffield, the OLP is a joint venture between partners: Sheffield Hallam University, Sheffield Teaching Hospitals NHS Foundation Trust and Sheffield City Council.

Former sports minister Richard Caborn, who has acted as the lead of the OLP project, said the addition of the two venues is another milestone in the plans.

"In EIS Sheffield and iceSheffield, we've got two of the best sporting facilities in the UK so it's a real coup to secure the venues within the Olympic Legacy Park," he said.

The centrepiece of the new OLP will be a multi-million pound Advanced Wellbeing Research Centre (AWRC) which will design, research, evaluate and implement health and wellbeing activities linking the medical, leisure and sports sectors.

Facilities will also include a community stadium, a hotel, restaurant and an indoor sports arena. Details: <http://lei.sr?a=k3P4v>

### Serco and Sport England launch mentoring scheme

Leisure operator Serco is to roll out a mentoring programme aimed at tackling chronic inactivity across its sites, following a successful pilot run in partnership with Sport England.

The *Healthy Life* programme identifies individuals who do no exercise at all and supports them to build sustainable physical activity into their lives. Under the programme, each individual is assigned a health and wellbeing coach who encourages them to take part in activities at their local leisure centre (e.g. gym, swimming, exercise classes) and assesses their progress at regular intervals. Details: <http://lei.sr?a=h4z9V>



Poundland and Sports Direct are eyeing up fitness

### Poundland cuts the fat with launch of £1 fitness range

In the latest example of physical activity becoming ever more affordable and accessible beyond the four-walls of the gym, bargain basement retailer Poundland has launched its own range of fitness products.

The 37-piece ActivLife range offers free weights, yoga mats, protein shakes and sports bottles, all for £1 per item.

The emergence of fitness equipment on the bottom rung of the UK's retail market reinforces the notion that physical activity is no longer confined to traditional health clubs. It also follows the recent move from Sports Direct to offer gym memberships for just £5 a month, and suggests that 'budget fitness' will continue to be redefined.

Despite bringing additional competition to the lower end, Poundland's entrance into the fitness market will be a welcome move for general physical activity advocates. With inactivity reported to be 'twice as deadly as obesity' and cost still deemed to be the biggest barrier to physical activity, any development which makes it easier to work up a sweat is good news. Details: <http://lei.sr?a=E6S6f>

## 1Rebel launches first boutique

After much anticipation and a raft of headlines, the first 1Rebel microgym has launched in the City of London.

The company, which aims to shake-up the fitness industry as a 'market disrupter' – in a similar vein to businesses like Uber and Airbnb – has plans for another six to eight boutiques across the City over the next few years.

In an interview with *Health Club Management* that will appear in the February edition, co-founder James Balfour said the brand is designed "to bridge the gap between fitness and fashion" and is squarely targeted at millennials.

The club is totally cashless, paperless and pay-as-you-train, with all customers signing up and booking classes online, and 'paying' for things in-club via their ID. There are to be no tie-in contracts, deals or special offers.

"We've conceived 1Rebel as a premium experience from start to finish, from the classes and instructors through to the changing rooms and the organic food and juices people can buy,"



The interior has been designed by architecture firm Studio C102

said Balfour, who co-founded the company with Giles Dean, bringing in fitness industry veteran Kevin Yates as ops director.

"It's a five-star offering that we really don't think has existed up until now."

Part-funded by a crowdfunding campaign, the first 1Rebel boutique occupies a ground floor and basement near The Gherkin, offering 8,000sq ft of space structured around two studios.

Details: <http://lei.sr?a=m3w9a>

## Humphrey Cobbold named Pure Gym CEO

Low cost operator Pure Gym has recruited Humphrey Cobbold to be the chain's new CEO, with current incumbent and company founder Peter Roberts to assume the new position of executive chair.

Cobbold, who is the former CEO of online cycling retailer Wiggle, will oversee day-to-day operations and drive the company's continued expansion. There are now more than half a million member visits to Pure Gym facilities across the UK every week, with plans to open around 40 new sites in 2015.

Peter Roberts, who launched the chain in 2009, said it is a major coup to land someone with Cobbold's talent and expressed excitement at the prospect of working with him in his new role as executive chair.

"Attracting someone of his calibre is a testament to the business we have built and its future prospects," said Roberts. "His success growing Wiggle from start-up to market leader was remarkable and his management experience in developing and growing businesses across sectors will be invaluable to Pure Gym as we enter the next stage of our development."

50-year-old Cobbold, who is 19 years Roberts' junior, will be expected to keep up the pace of



Peter Roberts (left) and Humphrey Cobbold

the UK's 18th fastest growing private business.

"I have watched Pure Gym's progress with interest both as a fitness enthusiast and businessman," said Cobbold. "Pure Gym has fundamentally changed the gym landscape in the UK and in turn become the largest operator in the country. I am delighted to be joining one of the UK's fastest-growing private companies in a sector with significant further expansion opportunities."

Details: <http://lei.sr?a=n8X8f>



## 2015 a year for innovation: Algar

Major health club brands such as LA Fitness, Fitness First, Anytime Fitness and Sports Direct will seriously innovate their consumer offering as they battle to assert themselves in a changing market, predicts a new report.

The *Review of the UK Health and Fitness Industry and Outlook for 2015*, published last month by respected industry analyst Ray Algar, recaps on the major shifts in the landscape over the past twelve months and anticipates what's in store for the year ahead.

Algar says that low cost operators will likely make further inroads – with the sector's market share rising from 23 to 30 per cent by the end of the year – but believes 2015 will be the year when the 'squeezed' middle market stages a fight back.

Following on from the recent customer-focused transformations of household chains like Fitness First and LA fitness, Algar notes that the new tech-centric strategies of companies like Virgin Active and David Lloyd will bring further benefits to the consumer.

"The winner in 2015 will undoubtedly be the consumer. For those who want low monthly



Ray Algar says 2015 will see consumers afforded wider choice

fees and a DIY experience, there will be much more choice," said Algar, who is the MD of Brighton-based global fitness industry consultancy Oxygen Consulting.

"For those who pay and expect a little more, the facilities and personal services on offer should be improved and in some cases transformed almost beyond recognition. 2015 will be the year of the better fitness club experience."

The report also forecasts that one major gym chain, which is currently up for sale, could disappear from the UK high street entirely. Details: <http://lei.sr?a=j4M6z>

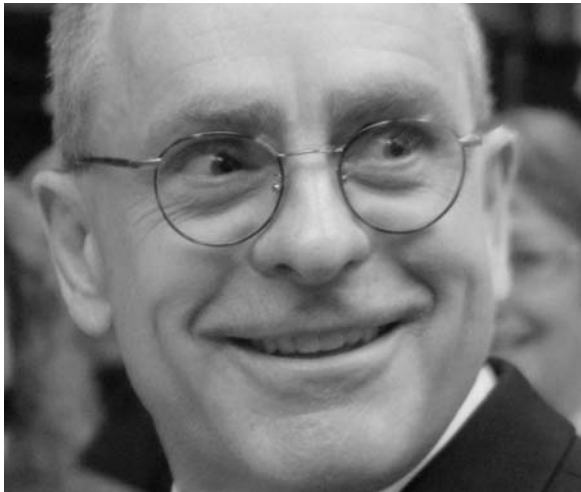
## Industry mourns Lifestyle chair Gripenstedt

Moving tributes have been paid to Lifestyle Fitness chair and founder Baron Carl Gripenstedt, who has died suddenly – one month shy of his 60th birthday.

Regularly referred to as a 'legend' of the health club industry, the Swede started Competition Line (UK) – the company behind Lifestyle Fitness – in 1982. His tireless efforts saw the Lifestyle Fitness chain enjoy considerable growth, with nearly 60 low cost clubs in the UK today and plans for several more in Europe.

A tribute on the Lifestyle Fitness website read: "Carl was a much respected, exceptionally talented business man and leader of people, he was a great motivator and humourist with a wonderful gift of being able to spread warmth and joy among friends, colleagues and strangers alike with his jokes."

Work was only one of Gripenstedt's passions, and his dedication to a raft of charitable



Carl Gripenstedt died in January while on a business trip to Finland

causes – most notably homelessness – won him many admirers. Working closely with charities like Centrepont and Sports Foundation, as well as homeless people he met on the street, Gripenstedt strived to bring joy to the least fortunate. He is survived by his wife Ullabritt and five children: Lovisa, Thomas, Eva, Ebba and Elsa. Details: <http://lei.sr?a=M3S8J>

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## HOTELS

### US investors buy Jurys Inn group for £680m

The Jurys Inn hotel group has been sold to US private equity firm Lone Star as part of a £680m deal.

The sale of the business – which comprises 25 hotels across the UK and a further five in Ireland – comes less than two years after a significant debt restructuring.

Lone Star will take over the chain from a group of investors that includes Oman Investment Fund, Mount Kellett Capital Management, Ulster Bank, Westmont Hospitality Group and Avestus Capital Partners.

Jurys Inn was bought by Irish property group Quinlan for £791m at the peak of the property bubble in 2007, with The Oman Investment Fund buying a 50 per cent stake in 2008. But the onset of the financial crisis saw Irish property values plummet and Jurys Inn's banks took control of the hotels group.

Announcing the Lone Star deal, Jurys said in a statement the existing management team, led by CEO John Brennan, will stay in place.



Jurys Inn employs about 2,000 people and operates 7,000 rooms

"I would like to thank our existing shareholders for their commitment and support and welcome Lone Star Funds as our new owners," said Brennan. "We're delighted to have attracted a new owner of the calibre of Lone Star Funds, who are very committed to the future growth of the Jurys Inn brand and business and we look forward to working with them to capitalise on the significant opportunities within our sector." Details: <http://lei.sr?a=N3y2g>

## 2015 ripe for hotel acquisitions: HVS

If you're not dining, you're going to be dinner. That's the key hotel theme of 2015, according to a new report, which foresees voracious acquisitions as essential to survival in the sector.

Consolidation among major hotel companies will be paramount, says global hotel consultancy HVS, as large groups will have to grow or risk being taken over.

"Organic growth is a relatively slow way to expand, so hotel groups will be looking for opportunities to make quantum leaps, by buying other groups and driving more value through economies of scale," said chair of the consultancy's London arm, Russell Kett.

"Hotel investors are looking at cities such as Barcelona, Hamburg, and Munich, which HVS has highlighted as development hot-spots," he said. "This is where we expect to see an increase in both business and leisure demand and where investors are likely to see a bigger return," he added. Cities highlighted as currently to be avoided for new development



Munich: one of the 'hot cities' identified in the HVS preview of 2015

include Athens, Budapest, Vienna and Warsaw.

A lack of hotels on the market means that transaction volumes are down on levels experienced in 2005-07. But coupled with demand and profitability, this should mean hotel values continue to rise for the foreseeable future.

New investors to the sector include insurance companies and hedge funds, but Kett predicts that major transactions this year will be dominated by private equity buyers. Details: <http://lei.sr?a=d3h7K>





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## ATTRACTIONS

### Cineworld ready to launch UK's first 4D cinema

One of the UK's largest cinema chains – Cineworld – has announced the opening of Britain's first ever 4D cinema.

Using 4DX technology, the new cinema was to be unveiled at Cineworld's Milton Keynes multiplex on 30 January, with the new auditorium featuring high-tech motion seats. It will also feature special effects including wind, fog, lightning, bubbles, water, rain and various smells for both 2D and 3D formats, which will coincide with the on-screen action for a first of its kind in the UK. Developed by the South Korean CJ Group, the 4DX technology can support more than 200 different movies.

Details: <http://lei.sr?a=h3h4e>



The site will promote Holkham's farming heritage

### Hopkins to design £4.5m Holkham Hall attraction

Holkham Hall in Norfolk has announced plans for a new £4.5m visitor attraction which will focus on agricultural evolution and sustainable food production.

The privately-owned, 18th century estate is well respected for its environmentally responsible approach to farming and its 'inseparable links' with the local community. The project will have a strong educational focus and will show how Holkham has evolved farming practices over the centuries and how it intends to develop the efficiency of food production.

"Holkham was the crucible of the Agricultural Revolution and there can be no story which is more relevant to Norfolk," said estates director David Horton-Fawkes. "We believe the final result will provide a fantastic new visitor experience, to rival anything found in any other stately home."

Hopkins Architects has been appointed to design the new 2,625sq m scheme, which where possible will feature natural products such as lambs wool for insulation and Holkham oak for roof beams and doors.

Details: <http://lei.sr?a=g6y4c>

## Hogwarts Express for Potter studio

The Warner Brothers Studio Tour London – The Making of Harry Potter, is to unveil a 20,000sq ft (1,858sq m) expansion to include the original Hogwarts Express steam engine along with a recreation of Platform 9 3/4.

Opening on 19 March at Leavesden Studios, the new addition to the studio tour will offer fans of the Potter franchise a glimpse into how some of the films' most iconic scenes were created, as well as allowing visitors to climb aboard and explore the confines of the train's carriage.

The Hogwarts Express – formerly steam train 5792 'Olton Hall' – was used in all of the Potter films and was featured in the very final scene where Harry, Ron and Hermione are grown up sending their children off to Hogwarts. The 78-year-old engine will return to its production home to be displayed on a set of tracks with steam billowing out of its chimney as visitors step onto the platform. The platform's glass roof, yellow brick walls



Platform 9 3/4 is one of the most iconic features of the Harry Potter world

and luggage racks have been designed by Oscar-winning production designer Stuart Craig, with a team led by construction manager Paul Hayes, to recreate the station.

"We can't wait to open our first expansion, Platform 9 3/4, just before the Studio Tour's third anniversary in March," said Sarah Roots, vice president of Warner Bros Studio Tour London. "The Hogwarts Express is the piece that visitors have most requested to see and we're expecting a fantastic response."

Details: <http://lei.sr?a=M2p7h>

## Jurassica attraction to 'drive tourism'

The £80m Jurassica dinosaur attraction proposed inside a limestone quarry in Dorset, UK, could generate £20m for the local economy every year, says the charity behind the planned attraction.

If the plans go ahead, the attraction is estimated to bring in 960,000 visitors annually. The subterranean geological park – backed and supported by Sir David Attenborough, the Eden Project's Sir Tim Smit and writer Michael Hanlon – could be ready by 2020.

"Jurassica has the ability to capture people's imagination and is a powerful concept. Funders are individuals and businesses who love the idea, or who see the potential for Dorset, the county where they live and work," said Hanlon. "There is a substantial market in China for Jurassica, for example. (Nearby) Portland receives more than 22,000 international cruise ship visitors a year, and growing – hardly any of which stay in Dorset, let alone



Jurassica will house robot swimming plesiosaurs, among other displays

Portland. Jurassica will bring jobs and put Dorset on the global map; a real focus that will drive tourism and pour more than £20m into the county's businesses every year."

Plans for the 40m (132ft) deep Yeolands quarry include a 340ft (103.6m) glass roof – with designs by Renzo Piano, whose practice, RPBW, designed The Shard – and it will house robot swimming plesiosaurs, fossils and interactive displays. Details: <http://lei.sr?a=T3N2N>



## Ellis backs ministries of wellness

Susie Ellis, chair and CEO of the Global Spa & Wellness Summit (GSWS), is encouraging governments around the world to introduce national Ministries of Wellness that would align strategies with key leaders in other ministries such as health, economic development and tourism.

Ellis co-wrote an article with GSWS delegate and CEO of Wisdom Works Group Renee Moorefield for the *Huffington Post*, detailing the “bridge-building” role a Ministry of Wellness would have between other governmental departments.

“A Ministry of Wellness would gather data, create workable rules and exert influence on other governmental agencies,” say the co-authors. “The Minister in charge would explore the possibility of using tax incentives to bring about greater change, focus on increasing wellness tourism revenue, creating jobs and explore ways to decrease healthcare costs.”

The authors advocate a full ministry is the best strategy “to gain the most rewards.”



Susie Ellis is chair and CEO of the Global Wellness Summit

Some regions are already employing an integrative body dedicated to wellness into their governmental framework, including Alberta, Nova Scotia, St Vincent and the Grenadines.

India also employs a minister of Ayurveda, yoga, naturopathy, unani, siddha and homeopathy. Wellness ministries could also take advantage of the benefits of wellness tourism – a sector projected to grow by 9.9 per cent annually over the next five years.

Details: <http://lei.sr?a=v7G5c>

## Botox could help stroke patients regain movement

Botox injections and extensive physiotherapy are being trialled to overcome paralysis of the arm in stroke victims.

Researchers from La Trobe University in Melbourne, Australia, have conducted a pilot study that shows how three months of intensive rehabilitation exercises after Botox injections can help stroke victims to regain a range of movement.

Part of a £524,000 grant from The National Health and Medical Research Council will be used to fund further study. The university's associate professor Natasha Lannin will recruit 180 patients to conduct a more in-depth experiment.

Details: <http://lei.sr?a=e4A3r>



The spa garden is set to launch in September

## Spa plans approved for Reading Baths

Plans to restore a Grade II-listed lido in Reading have been approved by councillors.

Thames Lido Ltd is in charge of the £3m development of the Kings Meadow Baths lido and spa, having been granted a 250-year lease by the local council in July 2014.

Mark Thwaites, general manager of Lido Bristol – which Thames Lido reopened in 2008 – told *Leisure Opportunities* of the plans for the spa at the Reading site.

“We are delighted to have finally been given full planning consent for the restoration of Kings Meadow Baths,” said Thwaites.

“With 40 years of neglect and decay, the job ahead isn't simple, but the end product will be something the people of Reading will be really proud of and hopefully get great pleasure from.

“After refining our Lido in Bristol, we are confident that Thames Lido will be a real destination for not only regular swimming members but also for spa day guests from all



Mark Thwaites, general manager of Lido Bristol, is behind the plans

over the country. If it all goes to plan, we hope to be opening in the spring of 2016.”

Marshall and Kendon is the architecture practice behind the project, which will include an eight-treatment room spa, a poolside sauna, steamroom, hot tub and plunge pool.

“The treatment menu will be the same as at Lido Bristol – massage-focused – with our own Lido Spa products made for us by Arcania Apothecary,” added Thwaites.

Details: <http://lei.sr?a=r4k9U>

## Rockliffe Hall to invest in a spa garden ready for Q3

Rockliffe Hall in Darlington is investing approximately £1m in various projects to expand its hospitality and leisure facilities. A portion of those funds will include the creation of a spa garden to sit adjacent to the existing 13-treatment room wellness centre.

The five-star resort, which features 61 bedrooms and two luxury houses, will add a 200sq m (2,153sq ft) spa garden area. This will include an infinity edge hydrotherapy pool, a whirlpool, under-floor heated decking, lounging areas, a garden room and sauna cabin, fire pit, water feature, heated relaxation loungers and landscaped gardens with a view across Rockliffe Hall's 365-acre grounds.

Treatments at the spa are being updated and redeveloped in time for the spa garden's approximate launch date of September 2015. Products in use at the spa include Comfort Zone and Murad. Treatments by Neom Organics will be added to the spa's offering at the time of the garden's opening.

Local contractor Wharton Construction from Darlington is managing the project.

Details: <http://lei.sr?a=q3M7d>



Chill Factor opened in November 2007

## Development Securities acquires Chill Factor

The Chill Factor indoor ski slope in Manchester has been sold for £15.5m.

Property investor Development Securities acquired Extreme Cool, the company that owns and operates the venue, which first opened in 2007.

Located close to the Trafford Centre, Chill Factor houses an 180m indoor real snow ski slope – the longest in the UK – a climbing wall and 16 shops and restaurants.

It is the anchor tenant in the Trafford Quays Leisure Village, a popular mixed-use leisure and retail destination, and attracts between 1.2 to 1.4 million visitors per year.

Matthew Weiner, executive director of Development Securities, said: "Drawing on our experience and success in managing real estate based operational businesses such as the Manchester Arena, we are confident that alongside our joint venture partners, we can increase the value of this popular venue."

Details: <http://lei.sr?a=m9b8N>

## Wigan sports centre to receive £2.9m facelift

Work has begun on a £2.9m project to transform Howe Bridge Sports Centre into a "first class" family fitness facility.

Alliance Leisure is working in partnership with Wigan Leisure and Culture Trust (WLCT) and ISG Construction to renovate the building on behalf of Wigan Council.

A health and fitness suite is being developed as part of the first phase of the project. Facilities will include an 80-station gym, sauna and steamroom, a cycling studio, a group fitness studio and changing rooms.

The new centre will also feature traditional sports facilities, as well as leisure products such as adventure climbing, an indoor skate park and adventure play facilities. A synthetic football and rugby-compliant pitch will be introduced on site.

Work on the transformation is scheduled to be completed by November 2015.

Details: <http://lei.sr?a=s6a6U>

## £400m leisure site for Peak District

Prime Minister David Cameron has fired the starter pistol on plans for a £400m leisure, health, sport and education destination on a reclaimed opencast mining site in Chesterfield.

On a recent visit to the US, the UK premier announced a raft of bilateral investment deals worth more than £1.1bn, with Chesterfield being the standout story. The Peak Resort project aims to bring together leading hospitality, university, sport and medical expertise and will have 600 holiday apartments, hotel and hotel units, with 250 woodland lodges.

A new Regeneration Investment Organisation, bringing together the two main investors – Birchall Properties, led by Rupert Carr, and the US-owned Grand Heritage Hotel Group – will be created to lead the project. Architecture Practice Stanton Williams has designed the masterplan. Work will start on site between March and April, with the goal of creating a year-round tourism and leisure destination on the edge of the Peak District National Park. Set within a 300-acre managed park, in addition to accommodation



Peak Resort Masterplan by Stanton Williams (©Retina Images)

the complex is expected to feature an 18-hole PGA standard golf course, a 6-hole golf academy and a range of other facilities including a sports medical centre, spa, conference centre, indoor adventure sports park, covered lawn games arena and biking.

Welcoming the deal, David Cameron said: "This partnership between US investor Grand Heritage Hotel Group and a UK development company will deliver a phenomenal boost to the leisure industry in the Peak District."

Details: <http://lei.sr?a=h2c6h>

## £43m plans for Meadowbank stadium

City of Edinburgh Council is considering committing to a £43m pound redevelopment of the city's ageing Meadowbank sports stadium complex.

In a meeting last month, councillors were told that without significant improvements, the stadium – built for the 1970 Commonwealth Games – will be forced to close within the next five years due to its increasingly dilapidated state.

It is believed that the venue cost the council around

£400,000 to run in 2013-14, despite more than 500,000 people using the site. Plans discussed include demolishing the existing stadium facilities and spectator areas and then replacing them with a new outdoor athletics track and a smaller, 500-capacity stand.

Councillors agreed that they would continue to explore all funding options before taking a decision on the future of the venue.

A six-lane, 60m track with jumps, two 3G synthetic sports pitches, an outdoor throws area and two indoor sports halls – with facilities for badminton, gymnastics and a health club – are also being mooted.



Meadowbank stadium was built for the 1970 Commonwealth Games

According to council plans, this will be achieved through SportScotland funding (between £5-7m); revenue savings to the council from closing the facilities during construction; "prudent borrowing", based on forecasts for net income; and finally through the sale of surplus land at Meadowbank.

Those plans still, however, leave a funding gap of between £11.3m and £19.8m – which the council plans to plug by selling off the naming rights to the new venue. If plans are agreed and funding secured, the new Meadowbank could be ready by 2018.

Details: <http://lei.sr?a=W8B5N>



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## Soft Market Testing Opportunity

Carmarthenshire County Council is committed to high quality leisure and cultural provision. The Council currently operate a number of facilities including Leisure Centres, Theatres, Libraries, Country Parks and Museums.

The Council is considering its future management options and is keen to gauge interest in future management of the Facilities prior to commencing on a formal procurement process.

As a result the Council are seeking informal expressions of interest from interested parties and have engaged RPT Consulting to advise them through the process.

If this is of interest to you please contact Robin Thompson on [robinthompson@rptconsulting.co.uk](mailto:robinthompson@rptconsulting.co.uk) or **07584 486 046** to receive a briefing pack on the current portfolio.

PROPERTY & TENDERS

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## Time to look at how we drive the aquatics workforce forward



**IAN TAYLOR**  
is chief executive  
at SkillsActive

In January, both myself and our director of operations Kelly Lickley were invited to attend the Sport England Swimming Summit 'The Future of Swimming', which was hosted by Olympic medallist Steve Parry. We were also joined by key SkillsActive partners including Sport England, ASA, Leisure trusts and training providers within the aquatics industry.

One specific area highlighted was the "need to ensure we help our workforce be aware of the emotional needs and barriers of certain audiences as they are about the physical and technical aspects of swimming."

This is something which we at SkillsActive see as a fundamental skill within the industry. It is for this reason that we have partnered with Thomas International Sport to provide assessments that empower sport and fitness professionals to achieve excellence through a deeper understanding of behavioural and emotional traits. Supporting a holistic approach to high performance, our partnership enables sport and fitness professionals to understand their personal style – and that of their athletes or clients – more fully.

Another area discussed was the need to create a clear career pathway for aquatics professionals in the industry and the ability to manage and track their continued professional development. We must also understand the dynamics of full-time professionals working in the industry, versus part-time coaching staff delivering ad-hoc swimming sessions within local pools.

Again an area close to our hearts is the development of RAPs (The Register of Aquatic Professionals). RAPs provides a system of regulation to ensure individuals working in the aquatic industry meet agreed National Occupational Standards, which describe the knowledge, competence and skills of good practice and also recognise the expertise and qualifications of individuals. We will be working closely with key partners over the coming months to develop and grow the aquatics workforce on these two key specific areas.

## TRAINING

### Active IQ trains sights on youth inactivity

The campaign against youth inactivity continues apace, with Active IQ aiming to help physical activity professionals provide safe and stimulating sessions for children under the age of five through the launch of a new qualification.

The Level 2 *Certificate in Delivering Behaviour Management and Physical Activities to Children Under 5* will address the common core set of skills and knowledge developed by the former Children's Workforce Development Council and aims to give learners the tools that are required in order to promote healthy living to families and children.

There has been a flurry of childhood activity initiatives in recent months, with Places for People Leisure announcing a tie-up with popular IP Peppa Pig and Fit For Sport joining forces with the Power Rangers brand to extol the virtues of regular exercise and a healthy diet. Meanwhile, operator Freedom Leisure is training its staff through Active IQ's *Adapting Fitness Instruction for Adolescents* course to ensure better fitness provisions for teenagers.



Active IQ commercial director Jenny Patrickson

"The issue of physical inactivity in the younger generation is a growing concern and we believe education is key in tackling this," said Active IQ commercial director Jenny Patrickson. "By learning how to engage, deliver and manage activity and behaviours among young children and their families we can truly impact on the wellbeing of future generations."

The new qualification is open to all, from PTs looking to expand their skills base, or as an entry point for those wanting to specialise in this area. *Details:* <http://lei.sr?a=T8j3u>

### BMF career boost for ex-armed forces

Outdoor exercise provider British Military Fitness (BMF) is in line to offer even more career opportunities to ex-armed forces personnel, after winning Ministry of Defence (MoD) approval.

The company has been accepted onto the highly-regarded Career Transition Partnership (CTP) preferred suppliers list, which was established by the (MoD) and Right Management.

The CTP is an initiative that has been set up to help those leaving the Armed Forces resettle into civilian life.

BMF, which recently became the first operator to receive ukactive Outdoor Code of Practice certification (OCOP) runs classes in more than 140 parks across the UK. The company has in excess of 400 instructors, all of whom possess an authentic military PT background. Admission on to the CTP list should help the company with future recruitment as it seeks to expand, as well as bringing



BMF head of operations Garry Kerr spent eight years in the forces

opportunities to those leaving the forces. The preferred supplier list outlines training providers and employers that have been vetted and judged to be a worthwhile career path for those leaving the armed forces to consider.

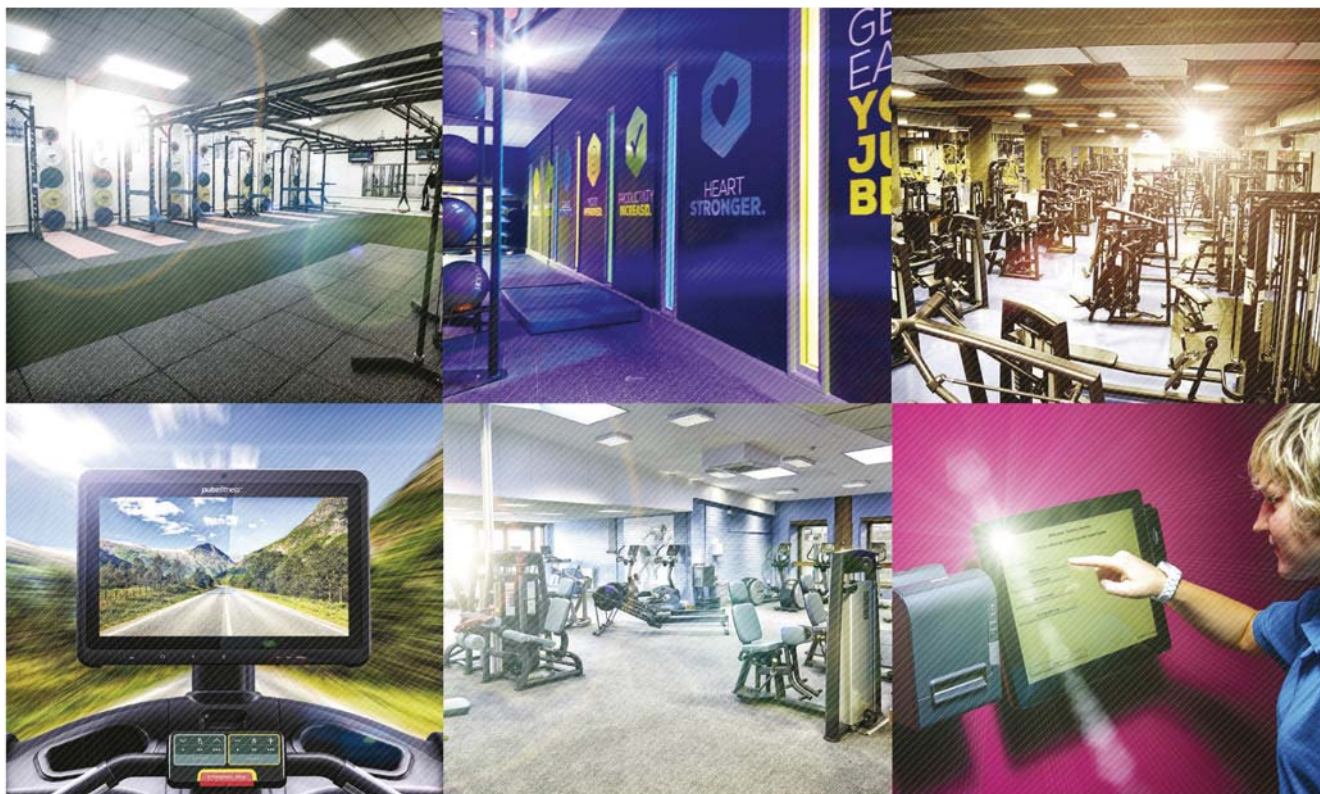
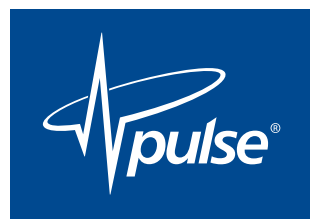
"It's often difficult for ex-service people to acclimatise to civilian life and know where to start their next chapter, so I think the CTP is an important service to help offer the best possible start," said BMF head of operations Garry Kerr. *Details:* <http://lei.sr?a=c5N7p>



# PULSE BEAT

THE COMPANY NEWSLETTER

WINTER 2015



I'm delighted to say that 35 years on, Pulse is still continuing to grow and develop and 2014 was yet another fantastic year for the four strands of our business: Pulse Fitness, Pulse Select, Pulse Soccer and Club Pulse.

We further expanded into the military sector. Having supplied equipment and successfully worked with the MoD since 2013, we were named the exclusive supplier of leased fitness equipment to the Royal Air Force for the next four and a half years. As a British company, we are proud to be supporting British Troops.

With the value of education construction contracts proliferating, there's a vast array of new opportunities within universities, secondary schools, colleges and academic institutions. We're pleased to have won a host of new contracts within this sector lately including – but by no means limited to – King's College London, Northampton High School, Worcester University, University Campus Suffolk, Cambridge Regional College, Peterborough Regional College, Bournemouth and Poole College.

2014 saw Pulse continue to expand abroad. To date we've supplied over £3m worth of kit to fitness facilities outside of the UK and 20% of our equipment sales in 2014 were international. In the last 35 years we've provided kit to over 30 countries across four continents. Some of our latest installations include Oxygen Pro in Tehran, Iran, and Caprice Fitnessclub in Billstedt, Hamburg.

Pulse Fitness launched lots of exciting new products and innovations last year, firmly establishing ourselves at the forefront of technology. We released our free iOS and Android compatible mobile fitness tracking app. We also unveiled our top-of-the-range touch screen Cirrus Console and took our sophisticated SmartCentre gym management system to the cloud at smartcentre.com.

We completed extensive design and build projects at Waterlane Leisure Centre and Dip Farm, in Lowestoft, and supported many other club refurbishments in 2014 within our Pulse Select arm.

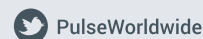
We're thrilled to say that Club Pulse is thriving with an average membership increase of 15% year on year across our established clubs. We attribute this success – and our impressive 4-6% retention rate – to our first class equipment, innovative sales and marketing strategies, highly trained staff and team of in-house service engineers and our leading CRM software solutions. Such innovations have helped keep our members engaged, motivated and connected.

In 2015 we will strive to remain at the helm of technology and expect to see significant growth across the four divisions of our business. We will continue to develop and update products, plus, we've got lots of exciting design and build projects in the pipeline and hope to expand our portfolio of operational partnerships sites as well. Healthy Regards,

**Chris Johnson**  
Managing Director  
of Pulse



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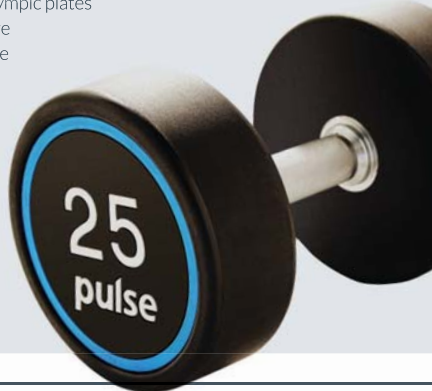


### Partnership secured with Keiser

Pulse was recently named exclusive distributor of Keiser products to the Education, MoD and Local Authority sectors. Furthermore, Pulse has exclusive distribution of the world-leading M3x Indoor Cycle, which is a result of a product merger between Keiser's award winning M3 Indoor Fitness Cycle with patented magnetic resistance and Trixter's popular patented X-bars. Merging the best of the best, the M3x provides a full-body workout using natural body movement.

### New stylish free weights

Pulse's top quality dumbbells and Olympic plates have benefitted from a restyle and are available in new colours that are more in keeping with a modern health club environment. The upgraded dumbbells boast a blue insert; the highest quality steel knurled grip handle and are polyurethane covered for greater durability. The Olympic plates are made of resilient black rubber and include colour indicators in keeping with industry weight colour references.



### Updated premium strength range

Pulse's Evolve Strength range has recently undergone a redesign. A range of new colour and finish options have been added to make the equipment more aesthetically pleasing. New additions include a crystal white frame colour, polished aluminium handles, plastic trimming colour options of Gloss Black, Matt Carbon Fibre and Gloss Carbon Fibre and a luxurious carbon fibre double-stitched upholstery.

What's more, operators can now work with Pulse's in-house product design team to personalise the equipment by adding their own branding and logo to the weight stack panel to ensure it's in keeping with their in club brands.



### New technologies help boost membership uptake

In September 2014 Pulse completed a £250k gym upgrade at King's College London and created a facility that exceeds all expectations of a traditional higher education institution gym.

In keeping with the member demographic at the facility, Pulse installed some of its latest technologies including its Cirrus Console, an 18.5" android tablet touch screen, and SmartCentre, its intelligent gym management system.

The facility uses SmartCentre to provide motivation for members by storing personalised gym workout programmes and giving user feedback. The Cirrus Console allows users to experience digital TV and radio, as well as full internet browsing with social media access, while they work out.

Andy Allford, Head of Sport, Health and Wellbeing at King's College London, said: "We enjoyed a 23% increase in membership uptake in September 2014 in comparison to the previous year and attribute this growth to Pulse's latest technologies and world class equipment."

### Many more exciting innovations to come in 2015

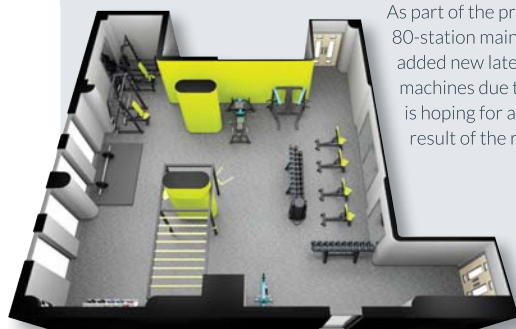
Investment is one of Pulse's core principals and its British based in-house design team will carry on making modifications to its extensive portfolio of products – including its mobile app, Cirrus Console and SmartCentre – based on market research and customer feedback to ensure the kit is not only first class but affordable. Keep an eye on the website for more information as Pulse will continue to launch lots of exciting new innovations in 2015.



## READ ABOUT SOME OF OUR MOST RECENT PARTNERSHIPS AND INSTALLATIONS

### Converting underutilised areas into profit making fitness facilities

Having worked with and supplied Vivacity with over £1 million worth of equipment since 2000, Pulse presented the trust with a business development plan to convert the existing office at the Regional Fitness & Swimming Centre into a more profitable functional training area. The £120k transformation took place in October 2014. Pulse installed a bespoke functional training rig and redecorated the space with new flooring, lighting and colours to create an inspiring space for customers to workout in. Audio-visual technology was added to really bring the rig to life during small group training sessions.



As part of the project Pulse also reorganised the 80-station main gym to improve the flow and added new lateral trainers and plate loaded machines due to customer demand. The facility is hoping for a 20% membership increase as a result of the refurbishment.

**Vivacity**  
Peterborough  
Sports and Leisure



### David Lloyd takes Trixter XdreamV2 bikes

David Lloyd Leisure has enhanced its indoor cycling offering by installing Trixter XdreamV2 bikes at 10 sites, with the view of adding more at other facilities in the group in 2015. The Trixter XdreamV2 brings exciting technology to the gym floor and includes a range of new features such as real video rides, a classic mode - allowing it to act as a standard exercise bike - and multiplayer mode. It boasts a 23" Dell touch screen with impressive graphics and has been developed to be 30% lighter with a smaller footprint and integrated wheels for improved mobility.

"We aim to provide our members with the best equipment," says Michelle Dand, Group Programming and Fitness Development Manager at David Lloyd Leisure. "We've incorporated Trixter bikes into our facilities for years and they're widely enjoyed by our members so choosing to install the latest XdreamV2 was an easy decision. We're really impressed with the changes in the new version and the extra features are great."

### Pulse cements five year relationship with Medway Council with several new installations

Medway Council began working with Pulse in 2009 and over the last five years has installed Pulse kit at three of its five sites. In June 2014 Pulse presented a business plan to convert one of the underperforming squash courts at Hoo Sports Centre into a more fruitful functional training zone with a bespoke rig. Impressed with their ongoing relationship and advise to date, the Council went ahead with the renovation. The facility opened in October 2014 and has been well received by members.

In addition, Strood Sports Centre is currently undergoing a significant refurbishment and Pulse has been chosen to completely modernise the fitness offering. A £200k investment will see 65 pieces of Pulse's Series 2 Fusion Cardio range Evolve Strength kit and a functional training rig installed. It is hoped that the upgrade will attract up to 400 new members.



## READ ABOUT SOME OF OUR LATEST LEISURE FACILITY TRANSFORMATIONS



### Pulse provides a turnkey solution for Northampton High School

In August 2014 Northampton High School appointed Pulse to transform the existing multi-purpose rooms in their sports centre into a more lucrative fitness facility that could be enjoyed by the wider community, as well as staff and students.

Pulse suggested a business plan to completely redesign the space and create a studio and gym to incorporate the latest fitness trends, enhance the customer experience and increase profitability. Impressed with the potential results, Pulse's previous work with higher education institutions and its portfolio of equipment, Northampton High School went ahead with the renovation.

Pulse refurbished and kitted out the facility in just two weeks so it could open in time for the new academic year. The facility was redecorated with new flooring and personalised artwork to complement the school's mission and branding. Equipment from Pulse's Series 2 Fusion Cardio and Evolve Strength ranges were installed, along with free weights. A bespoke functional training rig and Pulse indoor cycle bikes were added in the studio.

In addition, the site purchased SmartCentre to better monitor activity levels and engagement, as well as Pulse's front of house software – Exerp – to support managing their extended membership base. As part of the project Pulse also installed access control systems and delivered training on the Exerp software, SmartCentre and equipment installed. The refurbishment is expected to attract 700 new members.



### Pulse completes expansion project at Waterlane Leisure Centre to enhance the customer experience

In January 2012 Waterlane Leisure Centre opened its doors to the public following an £8m redevelopment by Pulse. The project was so successful that the facility reached its membership capacity in less than three years. As such Pulse was appointed to carry out a second development which was completed in November 2014.

The 14-week project saw Pulse remodel the gym and beauty therapy zone to enhance the customer experience and ultimately increase revenue.

The gym was enlarged to 150 stations and taken over two floors with new equipment and a new layout to improve the customer experience. An extended free weights section was added, along with a new, redecorated functional training area with inspiring graphical artwork and colours. Motivational phrases such as 'It never gets easier, you just get better' appear on the walls, along with #thecompletegym to encourage users to post about the facility on their social media pages and promote awareness to non-members. Extra studio space was created to enable greater capacity for the class timetables.

The beauty therapy zone was relocated to accompany the day-spa, providing spa guests with a separate access point and giving the facility a more luxurious feel. An additional Jacuzzi water experience was added to the already impressive array of hot and cold experiences on offer within the thermal suite.

### Pulse on the ball for the new season at Dip Farm

As Waveney District Council's Strategic Leisure Development Partner until 2030, Pulse completed a £290k redevelopment project at Dip Farm in Lowestoft, Suffolk, in late August 2014. The existing dilapidated football pavilion was extended by 100sqm to create six new changing rooms - including two dedicated referee changing facilities - with new showers and toilets.. The plant room underwent a refurbishment including the addition of a mains gas supply and access to the facility was improved under Football Foundation guidelines.

It is estimated that the renovation will increase weekly football league usage by up to 15%

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## Buckinghamshire New University announces plans to launch multi-million pound sports institute in September

**T**he multi-million pound centre, which will lead in premium sports science, will house a state-of-the-art Sports Injury and Physiotherapy Clinic at which members of the public can arrange appointments for competitively-priced treatments.

Other cutting-edge facilities will include an integrated Human Performance Laboratory and three lane running track with motion-capture technology.

The new Bucks Sports Injury and Physiotherapy Clinic will initially be operated by qualified practitioners to support and supervise students as they build their skills and knowledge base.

Student work placements and other employability opportunities, research and consultancy services for sport, fitness and healthcare providers will also be available at the Physiotherapy Clinic.

Sport, exercise and wellbeing are key aspects of the UK government's focus, reflecting the fact that future generations will require a workforce that is knowledgeable and skilled to drive forward the importance of sport, exercise and physical activity for healthier and happier lives.

The 2012 London Olympic Games legacy is also a government priority to ensure that there is a lasting economic, social and cultural benefit that will positively affect the whole of the UK. The Centre will provide an excellent

The Human Performance, Exercise & Wellbeing Centre will bring together Bucks New University's existing health and sports provision as well as host new undergraduate programmes which are actively recruiting students for September 2015



Naomi Riches MBE, a member of the Bucks New University Sports Advisory Board

vehicle to achieve positive health legacy impacts from the London 2012 Olympic and Paralympic Games, as one of the objectives will be to look at ways in which disabled people can be supported in developing and maintaining physical and mental health.

Paralympic rower from the 2012 Games, Naomi Riches MBE – a member of the Bucks New University Sports Advisory Board and mentor for students – said: "Since I graduated from Bucks New University in 2006, it has

undergone many positive changes. The Human Performance, Exercise & Wellbeing Centre is probably the most important step in taking the University to the next level in this arena.

"Bringing together students, high performance athletes and coaches, along with members of the public being able to access the various treatments will further raise Bucks New University's profile as having one of the best performance centres around. I am very excited about making use of the facilities on offer myself."

In addition to the University's BSc (Hons) Sport & Exercise Science, a new MSc in Sports Therapy is being offered which will be accredited by The Society of Sports Therapists.

There is also a Foundation Degree in Sport, Exercise & Health and BA (Hons) Exercise, Health and Fitness Management.

Students applying to study the new sport, exercise and wellbeing courses in September 2015 should refer to the UCAS website at [www.ucas.com](http://www.ucas.com)  
**0800 0565 660**  
[www.bucks.ac.uk/human\\_performance](http://www.bucks.ac.uk/human_performance)



Apprenticeships are being tailored to the needs of the sector



Leisure operators such as Everyone Active are fully behind the programme

# The future of apprenticeships

Following the launch of a government-backed programme to revolutionise apprenticeships for the physical activity sector, **Vicky Kiernander** asks some of the key players behind the Trailblazer programme what's in store for the next generation of industry professionals.

## Tara Dillon

- Interim chief operating officer
- CIMSPA

### What is Trailblazer?

In 2013, the Department for Business Innovation and Skills launched a new approach to apprenticeships. The Trailblazer programme is designed to improve the quality of apprenticeships by encouraging employers (Trailblazers) to work together to develop new and concise apprenticeship standards for jobs in their sector.

The Physical Activity Trailblazer, led by Places for People with CIMSPA (Chartered Institute for Sport and Physical Activity) acting as secretariat, will define apprenticeship standards for key roles in our sector, starting with personal training and leisure management.

### How will these new apprenticeships benefit the industry?

For the first time, employers are working together to determine the skills and knowledge they believe individuals should have by the end of their apprenticeship. It means that apprenticeships will be tailored to the



needs of our sector and will be more responsive to the changing nature of our industry. By defining the standards for job roles in the physical activity sector, employers are effectively shaping the employees of the future in a move that will ensure the success and growth of our industry.

The programme also ensures that the sector is at the heart of the much wider apprenticeship reform. Currently, all aspects of apprenticeships are up for debate and review, including grading, funding and the overall content. Without a seat at the table, we risk our sector being left behind with out of date apprenticeships not utilising the

latest methods of delivery and assessment. Given that our sector capitalises on thousands of apprentices every year, worth tens of millions of pounds, we simply could not let that happen.

### What are the benefits for apprentices?

Apprenticeships have long been a crucial opportunity for individuals to 'learn on the job' combining employment with learning and development.

However, over recent years the standards that formed the basis of any apprenticeship became outdated and as a result they lost their relevance to the sector. The new apprenticeship standards will give them access to the best training and by equipping apprentices with the skills, knowledge and competences specified by employers, it will make them more employable and will boost their career development. All in all, the Trailblazer programme is great news for employers, employees and the sector.

### Has it been successful in other industries?

Yes. The government has already published the apprenticeship standards created by the first phase of Trailblazers, which included more than 80 employers from eight





PG: SHUTTERSTOCK/DOTSHOCK

Apprenticeships are available for a wide range of roles across the physical activity sector

sectors such as energy & utilities, the digital industries and financial services. These were launched in March 2014 and the first apprenticeships under the new standards are being delivered in 2014/15.

#### What is CIMSPA's role?

We are providing the underlying support for the Physical Activity Trailblazer, which includes facilitating meetings and consulting with the industry. This is simply a continuation of our role as the strategic lead for workforce development; we bring together employers to discuss and agree key aspects of the sector's education system, ranging from assessment, funding, and in this instance, standards.

#### What happens next?

We are submitting the new apprenticeship standards for leisure management and personal training to the Department for Business Innovation and Skills in February. Once approved, we will concurrently consider the assessment and delivery methods for these standards by working with awarding organisations and training providers to develop standards for other roles in sport and activity.

“ For the first time, employers are working together to determine the skills they believe individuals should have by the end of their apprenticeship. ”



Apprenticeships have long been a crucial opportunity for individuals to 'learn on the job'

#### What else is CIMSPA doing to benefit students who are interested in working in the active leisure industry?

This is an exciting time to join our industry, because we are being asked to help solve the nation's inactivity pandemic. But to do that, we need to attract and retain new talent. So, in addition to our work on Trailblazer, we are working with the higher education sector to better equip graduates for careers in our industry. We have already defined the skills needed for career development in our sector, from entry level to senior management, in our Professional Development Framework. We've also launched a higher education strategy to work with universities to deliver degree courses – endorsed by CIMSPA – on behalf of the physical activity sector.

These endorsed courses will ensure that students graduate with the skills needed to succeed in our industry. It will give them a better chance of entering the sector at a higher level and will help them progress more rapidly. Students also receive student affiliate status with CIMSPA, introducing them to their chartered institute, which will play an important role throughout their career in physical activity.



**Jeff Lynch**

- HR director
- GLL

We've been taking on entry level apprentices for over 10 years. The Trailblazer scheme will provide a much clearer career development pathway for those entering the sector and will allow us to attract and keep the great apprentices who want to develop a long-term career with GLL or the industry.

We've been working with the training provider ICON to pilot a level 4 management qualification, funded by the Innovation Code, for 12 of our aspiring managers. This pilot is helping to inform what the management standards should be and how the training will work under the new standards.

We were awarded Employer of the Year in 2014 and are proud of our management development programmes. The Trailblazer scheme should further define and streamline the occupational standards, training and development required at management level. It should also provide clearer internal development and pathways to success for our current, entry level, apprenticeship programmes and existing employees. The scheme will also provide an accredited professional qualification not previously available at this level.

As the Trailblazer qualification becomes synonymous with excellent working practice and knowledge, this will also give us a wider choice of potential managers and supervisors to recruit from outside of GLL.



Physical activity sector apprentices can help to solve the nation's inactivity pandemic



**Richard Millard**

- Sports development director
  - Places for People Leisure
- 
- Operations support director & chair
  - Physical Activity Trailblazer

Historically, apprenticeship standards have been created by other bodies such as Sector Skills Councils, awarding bodies and providers. The Trailblazer scheme allows employers to directly shape any apprenticeship. And the plan is for employers to own and operate the funding for apprenticeships moving forwards, so they'll have greater control overall.

It all goes back to this idea of professionalising our industry, so that when we talk to health practitioners and head teachers, they know we are good people to do business with. It's the whole works: from providing opportunities for entry into our sector and progression and development, to networking and broader education.



**Harvey Gosling**

- Group training manager
- Everyone Active

Everyone Active is one of the leading organisations behind the Trailblazer initiative. We wholeheartedly support the project, which allows us to review, revise and define apprenticeship standards so they better reflect the needs of the industry, its employees and us as an operator.

We're currently working towards redefining the personal trainer and leisure manager apprenticeship pathways – in partnership with other employers – based on feedback that some were finding it challenging to move from level two to level three.

The Trailblazer initiative is positive for the health and fitness sector as it encourages discussion between employers, training providers, awarding organisations and professional bodies. There are, however, a number of questions still to be answered regarding how the programme will be delivered and funded.



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A man with dark hair, wearing a red t-shirt and black boxing gloves, is shown in a boxing stance. He is looking down and to the side with a focused expression. The background is a bright, out-of-focus indoor space.

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## CURRENT VACANCIES

**Sales & Marketing Director****Salary: Negotiable** (with excellent commission opportunities and benefits)

Finesse is an Industrial & Provident Society (IPS) responsible for managing a diverse portfolio of indoor and outdoor leisure facilities in Hertfordshire. We are looking to recruit a highly motivated person to lead, coordinate and deliver sales and marketing activity for the company.

A member of the Executive Team and with direct responsibility for the Membership Sales and Call Centre Teams, you would be expected to ensure that sales targets are achieved and to provide guidance, advice and instruction to the Director of Operations and other members of his/her team in order to ensure that the Company's other key income targets are met.

To do this effectively you will need excellent people and team building skills together with a proven ability to deliver outstanding customer care.

With the ability to create and innovate to maximise commercial opportunities your financial skills will enable you to create achievable business plans, while your ability to project manage will ensure delivery within schedule and budget.

To demonstrate all of the above we would expect you to have at least 3 years senior experience of sales management or marketing and proven success in a similar customer focused environment.

**If you would like to have an informal discussion with the Managing Director, Mike Barlow, regarding the position then please call 01707 357102.**

**Closing date: 12noon on Monday 16th February 2015.**

**Interviews: 19th and 20th February. Final Interviews will be held on 5th and 6th March, including an evening function on Thursday evening.**

**Health & Safety Administrator****Part-Time (18 hrs per week) Salary: Up to £18k pa pro rata**

Finesse Leisure Partnership is an Independent Provident Society responsible for managing a diverse portfolio of indoor and outdoor leisure facilities in Hertfordshire.

We are currently recruiting for a Health and Safety Administrator on a permanent part-time basis.

The Health and Safety Administrator role is ideal for a skilled admin professional with a keen interest in Health and Safety.

Ideally having an IOSH or other H&S qualification, you will be required to assist and advise the Finesse sites on all issues pertaining Health and safety.

You will act as the company's main point of contact with our external Health and Safety provider regarding the introduction or amendment of any systems, policies and procedures and for ensuring that these are effectively communicated throughout the company. To be successful you will need exceptional organisational skills together with the ability to work under pressure.

You will be required to carry out admin Health and Safety Audits, investigations and report to ensure that Finesse sites are adhering to the company's policies and procedures. You will also be responsible for preparing, attending and taking minutes of the Strategic Health and Safety meetings.

You should have excellent admin and IT skills and preferably worked in a similar role.

**Closing Date: 13th February 2015**

**Assistant Manager - Operations****Salary: £18,866 plus accommodation allowance**

Exciting opportunity for a keen outdoor education professional to join our team at a critical point in the Stanborough story. With substantial investment and redevelopment taking place, the right person will be able to shape and develop a team of outdoor professionals in a state of the art facility.

Stanborough Activity Centre is set in 126 acres of parkland with two lakes providing ample opportunity for adventure through a wide variety of sports including sailing, windsurfing, kayaking, canoeing, stand-up paddleboarding, teambuilding, rafting, mountain biking, archery and a whole host of exciting events throughout the year.

We are looking for a self-starter who demonstrates real passion and drive for outdoor education and has a proven track record of working in busy multi-activity centres. You should be used to working to ambitious targets & tight deadlines; leading by example and have an excellent understanding of the health & safety regulations governing the running of outdoor centres; specifically AALA Licensing and NGB recognition. You should be a real problem solver who is used to thinking on their feet as well as well organised and good at time management. You need to be good at working as part of a close team but also able to demonstrate initiative and self reliance.

You will work closely with the General Manager in developing a programme of activities primarily focused at groups of children and be responsible for the day-to-day running of a team of young instructors and activity leaders. You will often be expected to work long hours during busy periods and must be prepared to work unsociable hours including evenings, weekends and bank holidays on a Duty Manager rota.

**You should be qualified in at least one, preferably more, of the following:**

- RYA Dinghy Senior Instructor
- RYA Windsurf Senior Instructor
- BCJ L2 Coach (new, L3 old)
- ERCA High Ropes Instructor

**Ideally you will be able to demonstrate some level of higher education and experience related to outdoor education e.g.:**

- HND or degree in relevant subject e.g. Leisure Management, Sports Science, Outdoor Education, etc.
- BTEC/NVQ Level 3 in Outdoor Education, Sport, Leisure Studies or similar
- The ideal candidate will have experience of working with groups of young people in both formal and informal environments

This post is subject to a clean DBS check. A full driving license would be an advantage.

Good level of computer literacy essential; specifically MS Word and Excel.

**For an informal chat please contact Adam Scribbans, General Manager on 01707 379862.**

**Closing date: Monday 16th February 2015**

**Interviews: Wednesday 18th February 2015**

To apply for the above posts please download an application form from our website at [www.finesseleisure.com/careers](http://www.finesseleisure.com/careers) Alternatively call our 24hr Recruitment Line on 01707 357299.

CV's detailing your current salary will also be accepted. Please email your CV to [m.ford@finesseleisure.com](mailto:m.ford@finesseleisure.com)



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WV Active is the rebranded name for the City of Wolverhampton's Leisure Centres. We are transforming the business to offer customers high quality and affordable health and fitness opportunities.

This is a fantastic time to join our team because we are making major investments into the business and there are great career opportunities to support us with our ambition to be a leading health and fitness provider.

WV Active has three leisure centres situated across Wolverhampton and provides a comprehensive range of facilities including two 25m swimming pools, cycle velodrome, turf and astro turf pitches, track and field athletics, sports halls, squash courts, tennis courts, gymnasiums, aerobics studios etc.

We are looking for a number of leisure professionals who share our passion at WV Active to be a leader in the industry.

## Operational Team Leader x2 POSTS

£33,128 - £37,578

37hr/week • Permanent Posts  
Job ref: WLW000000564

As Operations Team Leader you will have responsibility for managing one of the WV Active's Leisure Centres and it is critical that you have the flexibility, willingness and determination to drive the business forward.

You will be required to have a sound understanding of revenue, with a strong business acumen and robust analytical capability. You will need to have the ability to lead, inspire and grow an experienced team.

You will need to have ability to spot issues and opportunities before others and use robust analytical rigour to frame situations, issues and opportunities in such a way that new perspectives can be found.

### You should have:-

- a relevant degree or equivalent
- RLSS National Pool Lifeguard qualification
- First Aid at Work Certificate
- a National Pool Plant Operator qualification - training will be provided if necessary

## Health & Fitness Team Leader

£26,539 - £30,311

37hr/pw • Permanent Post  
Job ref: WLW000000563

We are looking to appoint a professionally qualified Health and Fitness Team Leader to manage and lead a team of Fitness Instructors within WV Active.

You will have the responsibility of implementing and developing the health and fitness programme and other initiatives that contribute to maximising usage and income generation across the business.

Experience of leading and motivating teams to consistently deliver high quality exercise programmes, a thorough knowledge of the leisure industry, managing budgets and resources are all key requirements of this key role within our business.

### You will need to possess:

- Register of Exercise Professionals (REPs)
- Level 3 Diploma in Exercise Referral
- Level 3 Personal Trainer qualification
- a current First Aid at Work Certificate

## Aquatics Team Leader

£26,539 - £30,311

37hr/pw • Permanent Post  
Job Ref: WLW000000560

As Aquatics Team Leader you will have responsibility for the identification, development and implementation of new initiatives for generating income streams across the business through the swimming academy and aquatic programmes. It is critical that you have the flexibility, willingness and determination to drive the business forward.

You will also be required to carry out First Aid Training for staff.

### You will need to possess:

- a current RLSS Trainer Assessor qualification
- ASA Level 2 in Teaching Aquatics
- a current First Aid at Work Certificate
- a First Aid Trainer qualification - training will be provided if necessary

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CLOSING DATE FOR ALL THE ABOVE POSTS

13 FEBRUARY 2015

## THE GLL TRAINEE MANAGER SCHEME 2015

GLL is the UK's largest leisure provider as well as being the first and largest leisure social enterprise. As a national organisation, we now operate in more locations than ever before and employ over 8,000 people, run over 170 leisure centres, pools and recreation grounds (including the London Aquatics Centre and Copper Box Area in the Queen Elizabeth Olympic Park), 28 libraries and a number of children's centres, spas and events spaces. With all of these places and spaces, you'll gain experience like no other – and our success means that we're in a stable position to train people for their own successful career in leisure.

This award-winning, intense two-year programme will give you training and real work experience in the leisure sector. Year 1 will see you learning the ropes in various front-line roles from Customer Service and Sales positions to Fitness Instructor and business support. Year 2 will give you experience in supervisory roles. Throughout the scheme, you will complete vocational qualifications as well as studying for a CIMPSA-accredited leisure management qualification.

It goes without saying that you'll be bright, motivated and committed. The hard work pays off as many of our

previous Trainee Managers now hold senior positions within the company. Rest assured, you'll be supported and mentored throughout - and by the end of it, you'll have all the skills, knowledge and qualifications to start your leisure career with GLL.

If you have what it takes to be part of our 2015 intake, then find out more and apply now at [www.glljobs.org](http://www.glljobs.org).



The Trainee Manager scheme helped us win 'Employer of the Year' at the 2014 Active Training Awards.



## St Mary's School Ascot Sports Assistant

£12,050 PA Part time from March 2015.



53 hours per week between two people including evenings and weekends during term time only. The role is to support the Director of Sport and her team in the effective delivery of the sports curriculum. A genuine interest in education and strong interest in sport are required.

Please email Nicola MacRobbie for further details of the post and an application form. [recruitment@st-marys-ascot.co.uk](mailto:recruitment@st-marys-ascot.co.uk)  
Closing date: 20th February 2015 Interviews: 27th February 2015

St Mary's Ascot is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment



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If you would like to be considered for this position then please send your cv and a covering letter to [constance.wolstenholme@ibtgroup.co.uk](mailto:constance.wolstenholme@ibtgroup.co.uk) or by post to Constance Wolstenholme, Unique Systems Ltd, Bridge House, Ashton Road, Bredbury SK6 2QN

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### MAIN DUTIES AND RESPONSIBILITIES

- Responsible for overseeing the efficient running and profitability of service in both spas, ensuring that policies and procedures are complied with the highest standards of service and guest satisfaction.
- Maximize treatment and retail sales through excellent telephone skills, repeat bookings, customer care.
- Enable the department to achieve company's revenue targets on a daily and monthly basis while ensuring compliance with all standard operating policies, procedures including Leading Quality Assurance.
- The role still involves hands on treatments, but will allow the right candidate to develop their skills in all the management's aspects of a spa.



### REQUIRED SKILLS AND QUALITIES

- NVQ level 3 in beauty therapy or equivalent required. The knowledge of other massage techniques will be an advantage.
- Previous experience in de-luxe hotel & spa environment required, 3 years at least.

- Leadership skills, skilled at building a cohesive team and facilitating goal accomplishment, developer of others.
- Exceptional communication skills. Capable at engaging audience both with internal and external guests.
- Fluency in Italian and English. Third language, preferably Russian, preferred.
- Excellent Pc & social media skills.

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# APPRENTICESHIPS AVAILABLE

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Do you want to receive **FREE** unlimited membership to over 90 leisure centres?  
Would you like to gain nationally recognised qualifications?  
Would you like to earn while you learn?

### How?

Apply for an Everyone Active apprenticeship programme today! Everyone Active is a leader in leisure industry specific apprenticeship programmes giving individuals the skills and qualifications to work within the leisure industry.

**We work in partnership with Lifetime Training and the Institute of Swimming to offer a range of apprenticeships in:**

- Recreation Assistants
- Fitness Instructors
- Customer Service/Front of House Assistants
- Lifeguards
- Swimming Instructors

### What is it?

A 12 month work based programme with elements of on and off the job training. Throughout your apprenticeship programme you will receive a contract with full colleague benefits as well as a wage.

For more details on the position or to apply, email a current CV to Harvey Gosling at [harveygosling@everyoneactive.com](mailto:harveygosling@everyoneactive.com)

**[www.everyoneactive.com](http://www.everyoneactive.com)**

Everyone Active is an equal opportunities employer and an Investors in People organisation, who are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All applicants will be required to undertake checks and references prior to appointment.

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#### Recreation Assistant

Company: GLL  
Location: South Oxfordshire and Vale of White Horse, UK

#### Leisure Manager

Company: Three Rivers District Council  
Location: Rickmansworth, UK

#### Experienced Duty Managers

Company: Ben Dunne Gyms  
Location: Various, UK

#### Membership Consultant

Company: Everyone Active  
Location: Melton Mowbray, UK

#### Coaches and Personal Trainers

Company: BaseFit  
Location: Shoreditch, London, UK

#### Membership Advisor

Company: Parkwood Leisure  
Location: Biddulph, UK

#### Team Leader

Company: Everyone Active  
Location: Loughton, UK

#### Specialist Activity Instructor

Company: WLCT  
Location: Wigan, UK

#### Active Lifestyles Officer

Company: Tone Leisure  
Location: Taunton, Somerset, UK

#### Specialist Activity Instructor

Company: WLCT  
Location: Wigan, UK

#### Lifeguard

Company: GLL  
Location: Various locations, UK

#### Marketing Co ordinator

Company: Tone Leisure  
Location: South Hams, Devon, UK

#### Recreation Assistant

Company: GLL  
Location: Cambridge, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Kettering, UK

#### Studio Manager

Company: YMCAfit  
Location: Central London, UK

#### Personal Trainer

Company: Énergie Group  
Location: Various locations, UK

#### Senior Recreation Assistant

Company: GLL  
Location: South Oxfordshire, UK

#### General Assistant

Company: GLL  
Location: Cambridge, UK

#### Personal Trainers

Company: Ben Dunne Gyms  
Location: Various, UK

#### Membership Consultant

Company: Everyone Active  
Location: Bedworth, UK

#### Swim Teacher

Company: Everyone Active  
Location: Westcroft Leisure Centre, UK

#### Sports Development Officer

Company: Surrey Sports Park Ltd  
Location: Guildford, UK

#### General Manager

Company: The Gym Group  
Location: Newcastle City, UK

#### Recreation Assistant

Company: Legacy Leisure  
Location: Windsor, UK

#### Casual Fitness Motivator

Company: Everyone Active  
Location: Loughton, UK

#### General Manager

Company: Fusion Lifestyle  
Location: Buckinghamshire, England

#### Pre Sales Manager

Company: énergie group  
Location: Nationwide, UK

#### General Manager

Company: The Gym Group  
Location: Various locations, UK

#### Health and Fitness Adviser (P/T)

Company: University of Essex  
Location: Southend-on-Sea, UK

#### Recreation Assistant

Company: GLL  
Location: Leyton, UK

#### Bar & Catering Supervisor

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Duty Manager

Company: Tonbridge & Malling LT  
Location: Kent, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Fitness Apprenticeship

Company: énergie group  
Location: Croydon, Greater London, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Penzance, UK

#### Swim Teacher

Company: Everyone Active  
Location: Fareham, UK

#### Recreation Assistant

Company: GLL  
Location: Various locations, UK

#### Leisure Attendant

Company: Shepway District Council  
Location: Folkestone, Kent, UK

#### Leisure Assistants

Company: Hallmark Hotels  
Location: Manchester, UK

#### General Manager

Company: Fusion Lifestyle  
Location: Essex, England

#### Duty Manager

Company: Legacy Leisure  
Location: Southend, UK

#### Property Administrator

Company: The Gym Group  
Location: Guildford, UK

#### Fitness Operations Manager

Company: Fusion Lifestyle  
Location: Surrey, England

#### Fitness Instructor

Company: énergie group  
Location: Various locations, UK

#### Sports Centre Supervisor

Company: Anglia Ruskin University  
Location: Chelmsford, UK

#### Contract Compliance Manager

Company: Parkwood Leisure  
Location: Bexleyheath, UK

#### Fitness Motivator Personal Trainer

Company: Everyone Active  
Location: Watford, UK

#### Front of House Receptionist

Company: Everyone Active  
Location: Northolt, Middlesex, UK

#### Duty Manager

Company: Surbiton Racket & Fitness Club  
Location: Surrey, UK

#### Personal Trainer

Company: Matt Roberts  
Location: Hampstead, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Deputy Club Managers

Company: Freedom Leisure Ltd  
Location: Milton Keynes, UK

#### Sales & Marketing Assistant (p/t)

Company: Parkwood Leisure  
Location: Bristol, UK

#### Club Promoter

Company: énergie group  
Location: Preston, UK

#### Personal Trainers

Company: Active Connection  
Location: Kuwait, Saudi and UAE

#### Area Leader

Company: YMCA  
Location: London, UK

#### Fitness Supervisors

Company: Active Connection  
Location: UAE, Saudi and Kuwait

#### Cross Fit Coaches

Company: Active Connection  
Location: Jeddah, Saudi Arabia

#### Fitness Supervisors

Company: Active Connection  
Location: UAE, Saudi and Kuwait

#### General Manager

Company: The Gym Group  
Location: Various locations, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Various locations, UK

#### Freelance Tutors & Assessors

Company: YMCAfit  
Location: Various Regions, UK

#### Duty Officer

Company: London South Bank Uni  
Location: London, UK

#### Personal Trainer

Company: Everyone Active  
Location: Various locations, UK

#### Lifeguard

Company: Everyone Active  
Location: Various locations, UK

#### Receptionist (Full Time)

Company: Hertfordshire Sports Village  
Location: Hertfordshire, UK

#### Regional Director

Company: Exercise 4 Less  
Location: South / Midlands, UK

#### Duty Manager

Company: Richmond upon Thames  
Location: London, UK

#### Senior Recreation Assistant

Company: GLL  
Location: Chiltern, UK

#### Duty Manager (Part-Time)

Company: Richmond upon Thames  
Location: East Sheen, London, UK

#### Centre Manager

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Physical Activity Dev Officer

Company: Coventry University  
Location: Coventry, UK

#### Freelance Yoga Tutors

Company: YMCAfit  
Location: Manchester / Midlands, UK

#### Casual Lifeguard

Company: Stonyhurst College  
Location: Clitheroe, Lancashire, UK

#### Sales Manager

Company: Fusion Lifestyle  
Location: Bedfordshire, England

#### Fitness Apprenticeship

Company: énergie group  
Location: Bromley, UK



### Duty Manager

Company: Parkwood Leisure  
Location: Bristol, UK

### Health & Safety Administrator

Company: Finesse Leisure Partnership  
Location: Hertfordshire, UK

### Freelance Personal Trainer

Company: Everyone Active  
Location: Sutton, UK

### Receptionist

Company: Parkwood Leisure  
Location: Bristol, UK

### Sales Manager

Company: Fusion Lifestyle  
Location: Bedfordshire, England

### National Sales Person

Company: IBT Group - Unique  
Location: Nationwide, UK

### Head of Inclusive Activities

Company: National Deaf Children's Society  
Location: Birmingham or London, UK

### Relationship Coordinator

Company: National Deaf Children's Society  
Location: Birmingham or London, UK

### General Manager

Company: Fusion Lifestyle  
Location: London, England

### Divisional Manager

Company: Fusion Lifestyle  
Location: London, England

### Assistant Manager

Company: Finesse Leisure Partnership  
Location: Welwyn Garden City, Herts, UK

### Technical Standards Manager

Company: CYQ  
Location: Home-based with travel, UK

### Recreation Assistant

Company: GLL  
Location: Morden, UK

### Sales and Marketing Director

Company: Finesse Leisure Partnership  
Location: Herts, UK

### Membership Advisor

Company: Legacy Leisure  
Location: Windsor, UK

### Receptionist

Company: Legacy Leisure  
Location: Windsor, UK

### Membership Advisor

Company: Legacy Leisure  
Location: Windsor, UK

### Regional Activity Scout

Company: MoveGB  
Location: Various, UK

### Health Club Manager

Company: Neilson Active Holidays  
Location: Demre, Turkey

### Gym & Spa Supervisor

Company: Motive8 Group Ltd  
Location: London - Various, UK

### Fitness Equipment Sales Advisor

Company: Fitness Superstore  
Location: Frimley, Surrey, UK

### Born To Move™ Instructor

Company: Everyone Active  
Location: Redcar, Cleveland, UK

### Recreation Assistant

Company: GLL  
Location: Hendon, UK

### Sports Assistant

Company: St Mary's School Ascot  
Location: Ascot, UK

### Recreation Assistant

Company: Anglia Ruskin University  
Location: Cambridge, UK

### Lifeguard

Company: Aspire Leisure Centre  
Location: Middlesex, UK

### Regional Project Coordinator

Company: Aspire Leisure Centre  
Location: Home based with travel required across Northern Regions, UK

### Community Health Coach

Company: Live Well Luton  
Location: Luton, UK

### General Manager

Company: Fusion Lifestyle  
Location: London, England

### Beauty Therapist (Part Time)

Company: Center Parcs Ltd  
Location: Elveden Forest, Suffolk, UK

### Duty Manager

Company: Legacy Leisure  
Location: Reading, UK

### Recreational Assistant

Company: Legacy Leisure  
Location: Reading, UK

### Zumba Teacher

Company: énergie group  
Location: Wallington, UK

### Swimming Teacher

Company: Becky Adlington's Swim Stars  
Location: Nationwide, UK

### Fitness First Middle East

Company: Premier Training  
Location: Middle East

### Aqua Instructor

Company: Everyone Active  
Location: Oadby, Leicester, UK

### Play Touch Rugby League Licensee

Company: The Rugby Football League  
Location: Nationwide, UK

### Franchise Opportunities

Company: Fit4Less  
Location: Nationwide, UK

### Intensive Personal Trainer

Company: Lifetime  
Location: Nationwide

### Sales and Marketing Manager

Company: Exercise 4 Less  
Location: Nationwide, UK

### Membership Consultant

Company: Exercise 4 Less  
Location: Nationwide, UK

### Impact Sales Consultant

Company: Exercise 4 Less  
Location: Various - Field based, UK

### Personal Trainer

Company: Exercise 4 Less  
Location: Nationwide, UK

### GP Exercise Referral

Company: Focus Training  
Location: Nationwide, UK

### Spa Therapists

Company: Everyone Active  
Location: St Albans, UK

### Beauty Therapist

Company: Center Parcs Ltd  
Location: Wiltshire, UK

### Area Wellness Centre Manager

Company: Belmond Hotels  
Location: Taormina, Italy

### Group Spa Operations Manager

Company: ESPA International  
Location: Farnham, Surrey, UK

### Visitor Experience Manager

Company: National Trust  
Location: Buckinghamshire, UK

### Visitor Experience Manager

Company: National Trust  
Location: West Sussex, UK

### Operations Manager

Company: Sea Life  
Location: Manchester, UK

### Active Forests Coordinator

Company: Forestry Commission  
Location: Kent, UK

### Visitor Experience Manager

Company: National Trust  
Location: South Wales, UK

### Admissions Operations Host

Company: Madame Tussaud's London  
Location: London, UK

### E-Commerce Executive

Company: Legoland Malaysia  
Location: Johor, Malaysia

### Area Manager

Company: Alton Towers Resort  
Location: Staffordshire, UK

### Visitor Experience Manager

Company: National Trust  
Location: Dorset, UK

### Theme Park General Manager

Company: Seef Properties  
Location: Seef District, Bahrain

### Hotel Resident Manager

Company: Gardaland Resort  
Location: Castelnovo del Garda, Italy

### General Manager

Company: Merlin  
Location: North Carolina-Charlotte, US

### Commercial Manager

Company: SeaQuarium  
Location: RHYL, North Wales, UK

### Marketing Manager

Company: Merlin  
Location: New York, United States

### Internal Sales Representative

Company: Gardaland Resort  
Location: Garda, Italy

### Operations Manager

Company: The Dreamland Trust  
Location: Margate, UK

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## 'Crossrail for Bikes' moves forward

Mayor of London Boris Johnson has announced finalised plans for a much-anticipated cycle super-highway in the UK capital.

After what Johnson called "one of the the biggest consultation exercises in Transport for London's (TfL's) history", plans have been given the green light by the mayor, who has pledged £913m towards getting Londoners back on their bikes.

The scheme will create Europe's longest segregated urban cycle way through central London, with a north

to south route between Kings Cross and Elephant and Castle and an east to west route linking Barking with Acton – allowing cyclists to bike past the Houses of Parliament.

Two other routes will also be built under the scheme if the plans are given the go-ahead.

Although opposition to the new cycle highway was raised by some groups, including the Canary Wharf Group and the London Taxi Drivers Association, an overwhelming 84 per cent of 21,465 people who responded to TfL's extensive survey backed the plans.



Boris Johnson is a firm believer in getting people cycling

In a statement, Johnson said: "I now look forward to the transformation that these planned routes will bring – not just for people who cycle now, but for the thousands of new cyclists they will attract."

The TfL board will be asked on 4 February 2015 to approve the construction of the highway. If this goes ahead, the work is expected to start in March of this year, with the £41m central route between Tower Hill and Paddington hoped to be complete by 2016.

Details: <http://lei.sr?a=j3y8e>

## England to host U17 football champs

The Football Association (FA) has been awarded the rights to host the 2018 UEFA European Under-17 Championship.

While exact dates and match venues are to be confirmed, the FA plans to play the tournament across the Midlands, with St. George's Park acting as the central point for the competition.

A number of London 2012 training venues – such as

Loughborough and Warwick Universities – will also be used as training bases for the 16 nations taking part. Awarding the tournament to the FA is the latest sign of the strong ties the association has formed with the European governing body UEFA.

Last year, UEFA awarded the semi-finals and the final of the Euro 2020 competition to



The U17 Championships will be centred around St. George's Park

the FA, which will result in Wembley hosting a week-long conclusion to the tournament.

The FA also hosted the 2013 UEFA European Women's Under-17 Championship, in addition to the 2011 and 2013 UEFA Champions League Finals.

Details: <http://lei.sr?a=m6Q6X>

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