

leisureopportunities

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Fitness First breathes new life into BEAT concept

Fitness First is planning to push ahead with the roll-out of its microgym concept BEAT, with 'club-within-a-club' boutiques soon to be added to a number of the chain's London sites.

BEAT, which debuted in March 2014, is a heart-rate focused studio concept launched in response to the growing popularity of boutique studios among London gym goers. However, the inaugural BEAT boutique was closed earlier this year, casting doubt on the future of the concept.

But *Leisure Opportunities* has learned that Fitness First retains broad ambitions for BEAT and is working to add the concept into its health clubs at Fenchurch Street and Bishopsgate sites this summer, plus up to four more locations by the end



Fitness First retains big ambitions for BEAT and wants to expand the concept

of the year. BEAT is currently available at Fitness First The Strand and at Fitness First London Bridge Cottons.

"We have big plans for BEAT – the member response has been excellent so it's something we're looking to put into more sites," said

Fitness First UK managing director Martin Seibold.

"We used the initial boutique hub at The Strand as a testing ground for BEAT and 11 other concepts which we've developed in-house and will be looking to utilise. Once we'd cracked the formula, we didn't need the studio any more, so we decided it would be better to bring BEAT over to our nearby health club."

The boutique club closed at the end of January, with BEAT sessions now being offered instead at Fitness First The Strand.

It is understood that the studio vacated by BEAT has been taken over Best's Bootcamp – a new boutique offering from DW Sports Fitness director Scott Best – which is due to launch some time this month. Details: http://lei.sr?a=Ngy6C_O

Tech reshaping culture, says Google manager

James Davis, programme manager of the Google Cultural Institute, has revealed how technological advances will benefit the future of the arts and culture sectors, with digital opening up a new pathway for the consumer.

Davis, who joined Google in June 2011 after spending seven years at Tate Online and Tate Britain, told *Leisure Opportunities* that what we are seeing now from Google is just the start of the transformation and that as accessibility increases, so will interest in arts and culture. *Continued on back cover*

Hillsborough case: Justice for the 96

An inquest has found that the 96 Liverpool Football Club fans who died during the 1989 Hillsborough disaster were killed unlawfully, bringing an end to the 27-year wait for justice for their families.

Nine jurors concluded that the match commander David Duckenfield was "responsible for manslaughter by gross negligence" and decided that some of the mistakes that were made by the police force during the 15 April 1989 FA Cup semi-final added to the severity of the situation.

After almost three decades of campaigning from the families of those who perished, the jury exonerated the behaviour of the Liverpool



Relatives of the victims outside the inquest

fans and agreed that those going to watch the match at Sheffield Wednesday's home ground did not contribute to the danger.

Unanimous verdicts were given on all but one of the 14 questions posed by the inquest. *Continued on page 2*

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Hillsborough: Fans killed unlawfully

Continued from front cover

The jury of the Hillsborough Inquest gave unanimous verdicts on all but one of the 14 questions posed by the inquest. Coroner Sir John Goldring said he would accept a majority decision about whether the fans were unlawfully killed. Seven of the nine jurors agreed that they were.

In addition, the jury concluded that defects at the stadium contributed to the disaster and that there was an error in safety certification for Hillsborough.

Labour MP Andy Burnham – who is from Liverpool and has campaigned with the Justice for the 96 group – said the tragedy was the “greatest miscarriage of justice of our times,” but added that justice was finally served.

“Next must come accountability,” added the former health secretary. “For 27 years this police force has consistently put protecting itself above protecting those hurt by the horror of Hillsborough. People must now be held to account for their actions and prosecutions must now follow.”



The families of those who were killed celebrate the verdict

Chief constable of the South Yorkshire police David Crompton said the force would “unequivocally accept the verdict” and the wider findings and admitted that the policing during the match was “catastrophically wrong.”

“Today, as I have said before, I want to apologise unreservedly to the families and all those affected,” he added.

Prime minister David Cameron tweeted: “I would like to pay tribute to the extraordinary courage of Hillsborough campaigners in their long search for the truth.”

Details: http://lei.sr?a=g8R4g_O

Sport investment saves billions: study

Almost £45bn was saved on health, crime and education in England over a 12-month period as a result of the country's investment in sport.

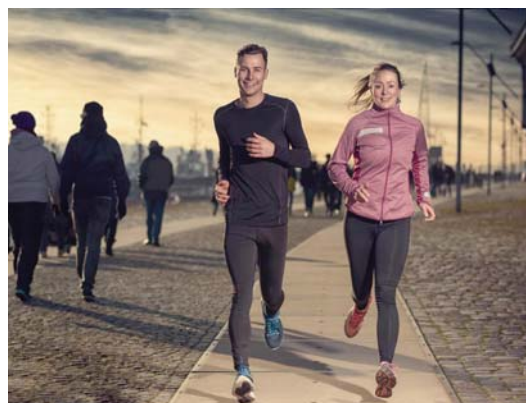
According to a new study compiled by Sheffield Hallam University – *Social Return on Investment in Sport* – the £23.46bn spent on sport during 2013/14 contributed to a £44.75bn “outcome”, with six outcomes relating to health, two to education, as well as three further social outcomes.

In terms of health, the study found that participation in sport and exercise at “moderate intensity”

for adults reduced the risk of coronary heart disease (CHD) and strokes by 30 per cent, colon cancer by 24 per cent, Type 2 diabetes by 10 per cent, dementia by 30 per cent and breast cancer in women by 20 per cent.

In addition, 14.1 per cent of adults participating in sport and exercise were more likely to report good health than non-participants.

As a result £1bn was saved on the reduction of CHD and stroke risks, £132m on breast cancer, £239m on Type 2 diabetes,



The study found every £1 spent on sport generates £1.91

£2.2bn on dementia, while £1.5bn was saved because of reported good health.

The biggest economic impact was the £30.4bn derived from participants’ “higher subjective wellbeing”. A 1 per cent reduction in crime over the period resulted in £41m savings, while improvements in education attainment for those taking part in physical activity netted the country £5m. Work by volunteers in sport contributed £7.8bn in economic impact.

Details: http://lei.sr?a=9b5j7_O

LTA to pilot participation initiative

The Lawn Tennis Association (LTA) is on the cusp of piloting an ambitious participation initiative in northern English cities in which it will direct local people to their nearest tennis courts with nearby advertising.

The tennis governing body has booked poster space within a mile radius of park courts which will give local people directions to their nearest facilities. In two weeks' time, the governing body will launch a supporting campaign, which includes a television commercial and radio advertising.

Talking at the Business of Tennis Forum, organised by the Tennis Industry Association (TIA), Paul Burditt, the LTA head of business insight and planning, said that the scheme was to bring tennis into the public consciousness before Wimbledon, which "occurs too late" to generate a significant and constant uplift in participation.

The campaign is being piloted in the north – in particular urban areas such as Manchester, Sheffield and Leeds – to try to foster interest away from the sport's "southeast heartland."



The aim is to boost participation before Wimbledon

"If the campaign is successful, the plan is to get board approval to roll it out nationally next year," added Burditt.

In a busy time for the LTA, Burditt also revealed that the organisation would be launching another campaign in two weeks titled 'Advantage,' for players who would like to play more tennis with an "overtly competitive edge," who are known as the "Wimbledon Warrior" demographic.

Details: http://lei.sr?a=u2w8m_O

Southampton FC eyes US academies

Premier League football club Southampton is planning to launch grass-roots football academies in the US and Asia to build its global presence after signing a long-term deal with kit supplier Under Armour.

The club's chair Ralph Krueger and Peter Murray, vice president of global sports marketing for the sportswear company, revealed the seven-year partnership during a press briefing at St Mary's Stadium last month.

As part of the deal the pair will work together to launch academies and Southampton/Under Armour development programmes, initially in the US and then into China.

Krueger said that the club would be recruiting new coaches to go out and teach in the "Southampton way", using a blueprint devised by those in charge of its football operations. Under Armour will provide its own expertise in this field: the company has 200 grassroots academy partners in the US, providing kit for "50,000 kids". "Right now we're a local brand," said



Saints' chair Ralph Krueger (left) and Under Armour's Peter Murray

Krueger. "We want to become a bigger club."

The Canadian added that conversations about launching in the Chinese market were "just starting", adding: "There's so much opportunity in the way that China and India would like to learn and develop football players. The sport is just booming right now."

Despite the global aspirations, the partnership will still see Southampton and Under Armour invest closer to home. The kit manufacturer will donate 5,000 pairs of boots to the club's academy over the next seven years.

Details: http://lei.sr?a=w7h2f_O

Populous-designed Bristol Arena gets the green light

Proposals to build a £92m Populous-designed Bristol Arena have been given the green light by the city council.

The 12,000-capacity multi-use arena is now set to be built on the site of the former diesel depot, which is close to the city's Temple Meads train station.

Bristol City Council accepted the application – put forward by Bristol Temple Quarter – after requesting more information on transportation plans and infrastructure around the arena. Altered proposals submitted in December included a widened cycle path and walkways, shuttle trains and increased cycle parking.

Details: http://lei.sr?a=U9C2W_O



Glasgow held the Commonwealth Games in 2014

Glasgow to host Athletics Indoor Championships

Glasgow has been successful in its bid to host the 2019 European Athletics Indoor Championships.

The Scottish city – which hosted the Commonwealth Games in 2014 – beat competition from the Dutch city of Apeldoorn, Minsk in Belarus and Polish town Torun.

The event will be staged in Glasgow's Emirates Arena, which held the Indoor Grand Prix earlier this year and the British Athletics International Match from 2013 to 2015. Glasgow last hosted the European Athletics Indoor Championships in 1990.

More than 600 athletes from 50 European Athletics Member Federations will participate in the three-day event.

British Athletics chief executive Niels de Vos said the announcement was "great news for British sport" and another feather in the cap for Glasgow after hosting the Commonwealth Games two years ago.

The city has also been named one of the top five sporting cities in the world, with £200m spent on building and improving sporting facilities in the past few years.

Details: http://lei.sr?a=p9G7s_O

Anytime Leisure eyes international growth

Fitness equipment supplier Anytime Leisure has rebranded this week under the name Origin Fitness, as the Scottish-based company seeks to kickstart a significant international expansion.

The business aims to increase turnover to around £20m over the next few years and has adopted the new name in response to the growing demand for the company's own-product range of fitness products, flooring and accessories which it designs and produces under the "Origin" brand.

Origin has also recently recruited several new faces to increase its profile and business south of the border. Details: http://lei.sr?a=c7j4d_O



The centre officially opened on 3 May

Doors to open on £15m Hinckley leisure centre

The doors have opened on a new £15m leisure centre in Hinckley, Leicestershire.

Designed, built and run by Place for People Leisure (PFP), the centre includes an eight-court sports hall, an enhanced gym, a cafe and soft adventure play facility, an eight-lane 25 metre pool, a learner pool, a sauna and steamroom, and dance studios.

The area around the centre is being landscaped with a grassed play area suitable for school and community use.

Councillor Russell Roberts, executive member for Leisure and Culture, said the facility was "on time and on budget", while Bill Cullen, deputy chief executive at Hinckley and Bosworth Borough Council added that the development was a "positive example of public and private sectors working in partnership to improve outcomes for local people".

"We're keen to ensure a smooth transition process, putting our customers first," said PFP contract manager Simon Churchman. "The team looks forward to providing excellent levels of customer care." Details: http://lei.sr?a=P9h7c_O

Attitude 'key' to inspiring activity

When it comes to behaviour change and inspiring the nation to be more active, attitude and goal-setting are two of the biggest things to focus on, according to Dame Kelly Holmes.

Likening the challenge of motivating inactive people to her work with the Dame Kelly Holmes Trust (DKHT) – which uses using world class athletes to engage, enable and empower disadvantaged young people – Holmes said shifting attitudes is the key to effecting change.

"When you're changing habits and behaviours, it really is all about attitude," said Holmes. "So we (DKHT) focus on changing the attitude and once we've done that we can begin to help them. And as soon as people start, they're able to inspire themselves by their own progress and the improvements they see in themselves."

Echoing new research which highlighted the importance of motivational interviewing at the start of exercise interventions, the double Olympic gold medal winner believes clear goal-setting is essential at the start of any exercise programme, be it an elite athlete or someone who is completely inactive.

"There are so many choices for people these days and we're all so very different in our motivations and abilities, so we need to



Kelly Holmes has teamed up with Physical Company

inspire people into activity by helping them to identify what it is that they want to achieve," she added. "Goals need to be realistic as well, so that people can make progress without becoming disheartened. We have to make sure we get the right messages across so that people realise how important exercise is for both their physical and mental health."

Holmes spoke to *Leisure Opportunities* at last month's FIBO show, where she demonstrated the new Apex gym floor functional workouts she's developed with Physical Company. Details: http://lei.sr?a=F2J6G_O

Pure Gym lines up corporate wellness

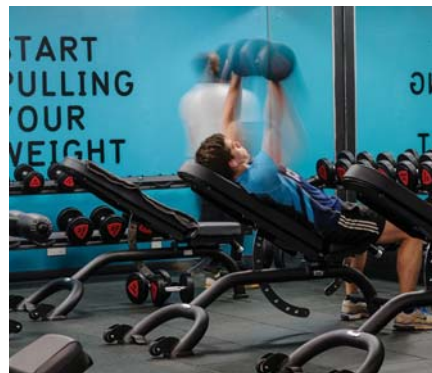
Pure Gym has made a significant push into the corporate wellness market through a new partnership with private medical insurer AXA PPP healthcare.

Under the deal, which comes into effect from June, AXA PPP members will be offered at least half price 12-month membership to Pure Gym's clubs across the country. AXA's corporate clients will also be able to benefit from the agreement, as will AXA's 10,500 UK employees.

For Pure Gym, which last week posted a solid set of financial results ahead of an expected £500m+ IPO this summer, the corporate wellness market offers a significant opportunity to boost membership across its 150 health clubs.

"The corporate market is certainly something that's of interest to us and we will look at ways that we can encourage anybody, corporate or otherwise, to get out there more and keep fit," Francine Davis, Pure Gym commercial & strategic development director, told *Leisure Opportunities*.

Davis said that AXA is seeking to encourage members to take preventative steps against lifestyle-related diseases, such as heart disease and Type 2 diabetes.



Pure Gym recently launched its 150th gym in Oxford

She added that a tie-up between a budget gym and a private medical provider is not as unlikely as one might think, given the broad range of clients on AXA's books.

"One of the keys is removing a barrier to exercise and the cost of other gym memberships – regardless of corporate rates – can be a significant amount of money, even for people who can afford private medical insurance. So by teaming up in this way, we're lowering the cost of accessing gyms," said Davis. Details: http://lei.sr?a=P2t9P_O

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HEALTH & FITNESS

1Rebel hooks up with Bumble

Boutique fitness chain 1Rebel hopes to set pulses racing even more than usual with its latest offering – a combat-themed speed-dating class.

The operator has teamed up with female-friendly dating app Bumble to unite sweaty singletons through its popular Rumble session.

The tie-up kicked off last week at 1Rebel Broadgate Circle with a 45-minute HIIT session combining boxing, MMA and cardio exercises. As with the Bumble app, it was the women calling the shots and men were told to alternate to a different boxing bag station at the end of each two-minute round.

After the workout, participants then had the opportunity to mingle and enjoy happy hour at the 1Rebel on-site bar.

1Rebel head of brand Lewis Parkinson told Health Club Management that the chain has seen “massive demand” for exercise-themed dating events and said plans are in place for a follow-up in the coming weeks.

Meanwhile, 1Rebel co-founder James Balfour, told *Leisure Opportunities* recently that strategic tie-ups with on-brand partners is an area the company is eager to expand on.



The chain has seen ‘massive demand’ for themed dating events

Commenting on 1Rebel’s collaboration with clothes brand Sweaty Betty – which saw Rumble classes offered for free in UK Sweaty Betty retail stores – Balfour said: “Aligning ourselves with dynamic fitness brands in apparel and retail is something that we strategically look to do and will be expanding on more and more in the future.

“We genuinely want to be working with brands which represent our customer base.”
Details: http://lei.sr?a=J5U9K_O

Everyone Active lands Southwark contract

Everyone Active has beaten off competition from rival operators to land a seven-year contract as Southwark Council’s Sports and Leisure services partner.

In a competitive tender process for the sought-after London contract – which saw weightings of 60:40 between the management fee payable to the council and the technical strength of the bid – Everyone Active emerged as the victor, scoring 84.5 out of 100. The operator was the highest bidder in terms of management fee (scoring 57.3 out of 60) and came a close second (of three bidders) in the technical category (scoring 27.2 out of 40).

The win marks a significant blow for rival operator Fusion Lifestyle, which has held the Southwark contract since the company was formed in 2000. Fusion will hand over to Everyone Active on 21 June, with existing staff to also transfer across.

The contract comprises eight leisure centres in Southwark, including the new £20m Castle Centre. Everyone Active will invest £2.7m into the centres – with five gyms set to



The eight-site contract includes Camberwell Leisure Centre

receive Technogym kit refurbs in year one of the contract – and also deliver the council’s popular free swim and gym programme.

“This is a major sports and leisure contract in London, which we are delighted to have secured,” said Everyone Active managing director David Bibby.

A spokesperson for Fusion Lifestyle thanked staff for their efforts and said the company was proud of increasing attendances and reducing the costs of the centres to Southwark Council.

Details: http://lei.sr?a=g2f7Z_O

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SPA & WELLNESS

ISPA Award to honour Howard

The International SPA Association (ISPA) will present the 2016 ISPA Visionary Award in memory of Geraldine Howard at the 26th annual ISPA Conference & Expo, set to take place from 13-15 September at The Venetian in Las Vegas.

The ISPA Visionary Award is presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career.

Co-founder of Aromatherapy Associates, Howard first got her start in aromatherapy in 1973, when she joined Micheline Arcier's renowned aromatherapy clinic in Knightsbridge, London, where she met Sue Beechey. Together, Beechey and Howard founded Aromatherapy Associates in 1985 and turned their home-grown brand into an international success in the spa community.

Howard died earlier this year after a long and brave battle with cancer. The award will be accepted on stage by Howard's husband, Captain Peter Redman.



Geraldine Howard died in January after a brave battle with cancer

"Geraldine was the epitome of a trailblazer for the world of aromatherapy," said ISPA president Lynne McNees. "She was part of our spa family and we are honoured to be able to celebrate her life and the impact she made."

The spa industry has been impacted by the loss of colleagues to cancer, including several spa industry leaders who lost their battle in 2016. In honour of all those affected by these losses, ISPA will also make a donation to the Stand Up to Cancer organisation to support collaborative cancer research programmes. Details: http://lei.sr?a=f7p7m_O

Global wellness alliance is launched

The global non-profit association IHWA launched last month, opening up membership to the spa and wellness industry. Founded by a group of global destination spas, IHWA aims to unite all sectors of the wellness industry, identifying best practices and promoting true wellness at a grassroots level, the organisation said.

Incorporated in Australia, IHWA is global in its scope and mission, with board and founding members from Europe, North America, Asia and Australia, including Ananda in the Himalayas, Chiva-Som, Como Shambhala, Destination Spa Management, Kamalaya, Longevity Wellness, Rancho La Puerta, SHA Wellness and Wellbeing Escapes.

"We are very excited to launch IHWA to the world, and we invite every organisation and individual with a passion for health and wellbeing to join us," said Samantha Foster, president of the organisation. "We're on a mission to transform 10 million lives in 10 years, and it's going to take the spa, fitness, complementary health, medicine and environmental industries working together."

"In our networks we have so many talented people; so many effective treatments and



Samantha Foster is the president of IHWA

interventions; so much knowledge and technology...we believe that massive change is possible if we collaborate and build a community that encourages and inspires people to make positive lifestyle change."

To this end, IHWA will facilitate programmes that educate society about wellness, Foster said. Members can propose and participate in projects, such as meditation in schools, organic gardening, or Wellness for Cancer – just a few of the projects currently being considered. Details: http://lei.sr?a=r5y7e_O



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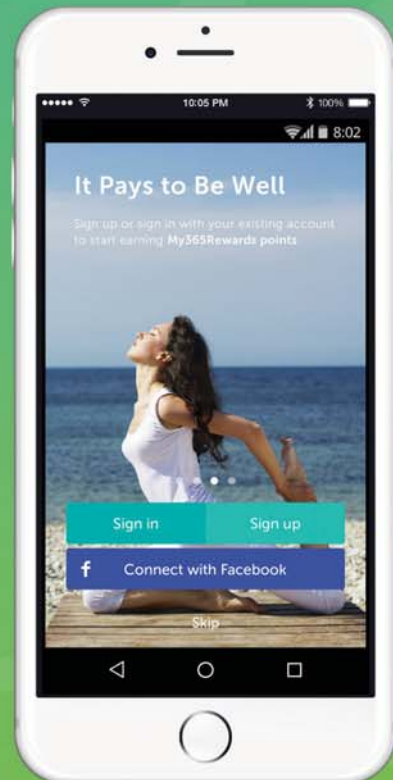
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St Andrews set for major revamp

London studio RPW Design have unveiled details of their extensive refurbishment of the five-star Fairmont St Andrews, which will include a 60m (197ft) long ceiling sculpture in the atrium.

Situated on a 520-acre estate on the east coast of Scotland, the luxury resort offers panoramic cliff-top views of the North Sea. It is famous for its two championship golf courses, The Torrance and The Kittocks, and for hosting important political gatherings such as the Northern Ireland peace talks and a G20 Summit.

RPW are revamping the resort's guest rooms and public areas and adding a new restaurant as part of a wider £17m redevelopment. Speaking to *Leisure Opportunities* in February, RPW managing director Ariane Steinbeck said the Fairmont project aims to relate the interiors to the exterior landscape and history of St Andrews, and that "a sense of individuality should be the designer's goal." As such, sculptures of stag heads will line the



Stags heads and local materials are among the design touches

walls; avant garde velvet wall hangings will be textured to replicate the hilly local landscapes; upholstery fabrics and leathers will evoke local craftsmanship; and timber, copper and rope materials will be used to reference the resort's surrounding old fishing villages.

Public areas, including a new bar and restaurant will be completed by July 2016, with bedrooms and suites finished by May 2017. Details: http://lei.sr?a=x7w2k_O

Competition champions inclusivity

The Royal Institute of British Architects (RIBA) has launched an international design competition promoting hotel design that is inclusive for disabled people.

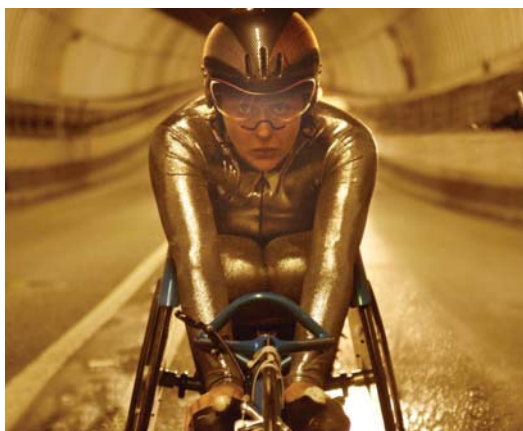
The "first of a kind" Bespoke Access Awards will celebrate designers who aim to improve access to hotels worldwide for disabled people, including those with learning difficulties, as well as all other guests.

In a statement, RIBA said: "The Awards seek to challenge the perception of hotel facilities set aside for disabled people, which can often be viewed as joyless, poorly designed and over-medicalised.

"This design competition aims to reward entrants who address guests' experience from the front door to any room or service within a hotel; and includes the process undertaken before a visitor arrives or during check out."

Prize money totalling £30,000 will be granted to successful designers across three different categories: Architecture, Product Design and Service Design.

According to RIBA, the most imaginative, innovative and potentially realisable ideas in any of these strands will be awarded,



Paralympic legend Tanni Grey-Thompson will be a judge

and will also be widely published "for the benefit of the hotel industry worldwide".

The awards, which are sponsored by the Bespoke Hotels company, were launched at the House of Lords, whose members suggested the competition. RIBA said the initiative aims to draw on the legacy of the 2012 London Olympic and Paralympic Games, "which drew worldwide attention to the capacities of those with disabilities and - in the Olympic venues themselves - to the importance of good design."

Details: http://lei.sr?a=d6b8H_O

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Huawei unveils VR headset with 360-degree sound

Chinese smartphone developer Huawei has unveiled a new virtual reality headset offering immersive 360-degree sound.

Huawei's answer to Samsung's Gear VR headset, the device works in conjunction with the also newly-announced P9 or P9 Plus smartphone to act as the brain of the device. Similar in style to the Gear VR, Huawei VR will feature a trackpad on one side, allowing users to use the phone while it is fitted into the headset as well as modify volume and focus controls.

The company says its headset will be the first to support 360-degree sound, creating a new level of immersion compared to rivals. Details: http://lei.sr?a=H7Y5U_O



The Smiler reopened in March after revisions

Merlin pleads guilty over Alton Towers Smiler crash

Alton Towers owner Merlin Entertainments has pleaded guilty in court to breaking health and safety laws in relation to the Smiler rollercoaster crash that seriously injured five passengers, including two people who underwent leg amputations.

In a hearing at the North Staffordshire justice centre on 22 April, Merlin admitted breaching health and safety laws, meaning the firm will face an unlimited fine, expected to be in the millions of pounds, when it is sentenced at a later date.

During the hearing, the company was alleged to have breached section 3(1) of the *Health and Safety at Work Act 1974*. The rule states: "It shall be the duty of every employer to conduct his undertaking in such a way as to ensure, so far as is reasonably practicable, that persons not in his employment who may be affected thereby are not thereby exposed to risks to their health or safety."

A total of 16 people were injured in June last year when their carriage collided with an empty carriage in front of them. Details: http://lei.sr?a=J6t6A_O

Brunel's Thames Tunnel is reborn

The first ever project of pioneering engineer Isambard Kingdom Brunel – London's underwater Thames Tunnel – has opened to the public as a new cultural attraction and concert hall.

The 19th century tunnel – the first in the world built underwater – is now used as part of the city's rail network. It was built in 1843 by a teenage Brunel with his father, Marc, to connect the districts of Rotherhithe and Wapping for pedestrians and carriages.

Architecture practice Tate Harmer have made the tunnel's 65ft deep entrance shaft in Rotherhithe newly accessible to the public by constructing a freestanding, cantilevered staircase and viewing platform down the tunnel's shaft. The 50ft wide space in the Grand Entrance Hall, which once hosted banquets and fairs organised by Brunel, will now be used for concerts, performances and exhibitions for London's Brunel Museum.

The project was commissioned by the museum to showcase the tunnel – described on its opening as the Eighth Wonder of the World – and the built legacy of Brunel.



The underwater shaft will be used for concerts and exhibitions

The project was funded by the Association of Independent Museums, the National Heritage Landmarks Partnership and the London Borough of Southwark. The opening coincides with the 210th anniversary of Brunel's birth.

Robert Hulse, director of the Brunel Museum, said: "The museum will fill the underground chamber with music, theatre, opera and parties. With a grand piano and state of the art lighting rig, we aim to be classical with a modern twist – like Tate Harmer's fabulous staircase." Details: http://lei.sr?a=E5K7m_O

Council culture spend down £236m

A new report by Arts Council England (ACE) has found that local authority investment in arts and culture in Britain has decreased by £236m since 2010 – a 17 per cent drop.

The report – *Funding Arts and Culture in a Time of Austerity* – said that local authorities are the most significant source in terms of culture funding, with a collective annual investment into museums, theatres, libraries and more totalling £1.1bn. By comparison, ACE invests around £700m and national museums have an annual budget of £450m.

The report adds that local authorities are under "unprecedented pressure", with significant cuts being made to culture budgets. Since the 2008 financial crash and the 2010 Spending Review, local government has "borne the brunt of public spending cuts".

According to the Institute for Fiscal Studies, there was a 20 per cent reduction in general spending by local authorities in England between 2009/10 and 2014/15.

Taking into account population growth, spending per person has reduced by 23 per cent.



Local authorities are under 'unprecedented pressure'

In terms of funding for arts and culture, figures from the Department for Communities and Local Government (DCLG) showed that total spending by councils in England on arts and culture development and support, theatres, museums and galleries has declined from £1.42bn to £1.2bn – a 16.6 per cent overall reduction. A positive to note from the figures is that the rate of reduction is less than the general figures, which suggests councils have protected culture services where possible. Details: http://lei.sr?a=4P5Q5_O

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CIMSPA launches member scheme

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) has launched a new membership scheme for sector professionals, billed as an 'alternative to REPs.'

The introduction of a rival accreditation system marks the latest chapter in CIMSPA's efforts to establish itself as the industry's main professional body as it seeks to improve skills standards.

The past 24 months has seen a period of intense debate over the direction of workforce development in the physical activity sector, with several big name employers calling for change in the form of new skills standards being established under CIMSPA.

The chartered body was handed a significant boost in December, when the government's *Sporting Future* strategy charged Sport England to work with CIMSPA to deliver a single set of skills standards for the physical activity sector.

Eager to strike while the iron is hot, CIMSPA has now unveiled its new membership scheme to a number of leading physical sector employers, in addition to universities, colleges, awarding organisations and training providers.

"We are delighted with the response that we have received from the soft launch of our new membership categories," said Tara



CIMSPA is rolling out the new offering

Dillon, CEO of CIMSPA. "This is a vital step towards our goal of professionalising the sport, fitness and activity workforce and meets the sector's demand for a robust and quality assured skills development framework."

The CIMSPA membership scheme has two options. CIMSPA affiliate status is open to anyone holding a recognised level 2 exercise and fitness qualification (equivalent to REPs level 2) acquired within the past 5 years. CIMSPA practitioner status is open to anyone holding a recognised level 3 or above exercise and fitness qualification. Both cost £30 per year, including VAT. Details: http://lei.sr?a=R8gsQ_O

Apprenticeships in the spotlight



TARA DILLON
is chief executive
of CIMSPA

An important event that promotes apprenticeships in the sports and active leisure sector takes place this month at City Hall (May 17, 9am-11am).

Hosted by ukactive, and supported by CIMSPA and the National Apprenticeship Service, Apprenticeships in Sports and Physical Activity 2016 is designed to increase employers' understanding of the benefits and simplicity of apprenticeships.

Free-to-attend, the event is aimed at larger employers in the sector (those with 40 employees or more), many of whom will be impacted by the government's Apprenticeship Levy when it is introduced from April 2017.

The Levy will be paid on annual paybills in excess of £3m and the sum deducted can only be recouped by spending it on apprenticeship training.

The focus of the event is to promote apprenticeships to employers who do not currently recruit apprentices or have the potential to grow their current recruitment. As such, it will feature case studies and testimonies from currently engaged employers – including SCL and GLL – who will explain the advantages of employing apprentices, as experienced by their organisations.

CIMSPA will also discuss the two new Apprenticeship Standards which are due to be published – for personal trainers and leisure duty managers – and outline why these standards will be attractive to employers who recruit into these roles.

There will be a Q&A panel, giving the audience the opportunity to quiz the speakers on apprenticeships in the sports and active leisure sector.

Apprenticeships are crucial for creating a skilled workforce. We want more sports and physical activity employers to either take on apprentices for the first time or to expand their current recruitment of apprentices, and therefore urge you to attend this event.

To book your free place, visit the events page on the CIMSPA website: www.cimspa.co.uk

Quality education in focus at FitPro

Knowledge-hungry fitness professionals gathered in London early last month to explore how education can form the bedrock of personal development.

This year's FitPro Live London, which took place on 8-9 April in Hammersmith, featured a new format focusing on high-quality education from UK and global personal training thought leaders. The event's intimate venue (Novotel London West) formed part of a concerted effort to ensure attendees gained more face-time with presenters by capping workshop and seminar numbers.

"The feedback we have received from PTs is that they are crying out for high-quality face-to-face education, particularly as so much fitness education is now online," said Jane Waller, director of event organiser FitPro.

"An opportunity like this gives them the confidence to get meaningful and lasting results for their clients using the latest evidence-based research."

Key topics at the event – which comprised seminars, workshops and lectures – included a greater focus on business development, with industry-specific advice



Global educator Peter Twist was one of the speakers

and evidence-based sessions on nutrition, health and wellbeing, biomechanics, mobility, functional training and third age.

Among the range of UK and international speakers delivering talks were functional ageing expert Cody Sipe; global educator Peter Twist on the importance of quality learning for fitness professionals; and the UK's number-one ranked calisthenics athlete Stephen Hughes Landers.

Details: http://lei.sr?a=5p3u9_O

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Reporting to the Foundation's Operations Manager, the Centre Manager will be responsible for all aspects of the day to day management of the Alan Higgs Centre and should therefore be able to demonstrate a good knowledge and understanding of Leisure Centre management.

Applicants should possess the necessary range of management skills, have a proven ability to manage people and be self-motivated, enthusiastic, reliable and committed to the social objectives of the Foundation.

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The Swimming Development Manager will be confident, outgoing, self-motivated and possess strong administration skills, in order to liaise and work closely with professional partners and local people at various forums within the city. The ability to travel between the various swim sites will be a daily requirement.

The hours will vary over days, evenings and weekends to meet the needs of the swimming programme, therefore a flexible attitude to shift work is essential.



To download an application pack for either post please visit www.covsf.com/jobs

Closing date for applications: Friday, 20th May 2016



BRITISH AIRWAYS i360

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The futuristic pod will slowly glide to 450 feet and offer breath taking 360 degree views and be the home of the Sky Bar. Additionally there will be unique beach-side event space for up to 1,000 for weddings, conferences, receptions and dinners and the pod can be hired exclusively for events.

We are Heritage Portfolio, a UK catering partner working for discerning clients in venues of distinction with the aim of helping our clients to create an experience beyond food. We have a number of exciting roles available for our prestigious contract due to open this summer on the Brighton Sea Front.

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General Manager

Company: The Gym Group
Location: London Angel, UK

Team Leader

Company: Everyone Active
Location: Aylesbury, UK

Lifeguard

Company: Everyone Active
Location: Leicester, UK

Swimming Instructor

Company: Parkwood Leisure
Location: Cardiff, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Receptionist

Company: Everyone Active
Location: Hertford, UK

Sales Consultant - Full-time

Company: Reboot Leisure
Location: Milton Keynes MK1, UK

Tutors and Assessors

Company: Future Fit Training
Location: Nationwide, UK

Fitness Motivator

Company: Everyone Active
Location: Stratford - Upon - Avon, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Maintenance Manager

Company: Everyone Active
Location: St Albans, UK

Customer Service Assistant (2)

Company: Loughborough University
Location: Loughborough, UK

Comm Development Manager

Company: Everyone Active
Location: Various locations, UK

Swimming Teachers (x6)

Company: Everybody Sport and Rec
Location: Cheshire East, UK

Lifeguard

Company: Loughborough University
Location: Loughborough, UK

Assistant Manager

Company: truGym
Location: Chatham, UK

Recreation Assistant

Company: Wellington Health & Fitness
Location: Crowthorne, Berkshire, UK

Recreation Assistant

Company: Kingston College
Location: Kingston, Surrey, UK

Gymnastics Coaches

Company: Everyone Active
Location: London Borough of Sutton, UK

Leisure Assistant (Lifeguard)

Company: GLL
Location: Various locations, UK

Swimming Teacher

Company: Everyone Active
Location: Newham / Middlesbrough, UK

Front of House Apprentice

Company: Everyone Active
Location: Staines, UK

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Membership Advisor

Company: Soll Leisure
Location: Chatham, UK

Team Leader with Relief

Duty Manager cover

Company: Everyone Active
Location: Staines, UK

Fitness Motivator (Fixed term Maternity Cover)

Company: Everyone Active
Location: Cirencester, UK

Sport Assistant (2 Posts)

Company: Loughborough University
Location: Loughborough, UK

Membership Sales Advisor

Company: Énergie Group
Location: Andover, UK

Cleaning Assistant

Company: GLL
Location: London UK

Contracted Catering Assist

Company: Everyone Active
Location: Fareham, Hampshire, UK

Regional Manager

Company: The Gym Group
Location: London area, UK

Fitness Team Leader

Company: Ipswich Borough Council
Location: Ipswich, UK

Leisure Attendants

Company: Brio Leisure
Location: Various, UK

Casual Receptionist

Company: Parkwood Leisure
Location: Torbay, UK

Duty Manager/ Health

and Safety Co-ordinator

Company: Everyone Active
Location: Studley Leisure Centre, UK

Head of Business Development

Company: University of Warwick
Location: Coventry, UK

Aquatics Lead

Company: Brio Leisure
Location: Winsford/Chester/Neston, UK

Swim Teachers Level 1 and 2

Company: Brio Leisure
Location: Various, UK

Swim Manager

Company: Everyone Active
Location: Tyne and Wear, UK

Swim Teacher

Company: Everyone Active
Location: Fareham, UK

Duty Manager

Company: Parkwood Leisure
Location: London, UK

Director of Arts and Leisure

Company: Stantonbury Campus
Location: Milton Keynes, UK

Lifeguards

Company: Everyone Active
Location: Hertford, UK

Trainee Duty Manager

Company: Everyone Active
Location: Hertford, UK

Casual Lifeguard

Company: Parkwood Leisure
Location: Torbay, UK

Personal Trainer

Company: Field of Fitness
Location: Guildford, UK

Fitness Manager

Company: Legacy Leisure
Location: Windsor, UK

Fitness Instructor

Company: énergie group
Location: Oldbury, UK

Sports Development Officer

Company: London South Bank Uni
Location: London, UK

Recreational Assistant

Company: Parkwood Leisure
Location: Bristol, UK

Active Lifestyles Officer

Company: Winchester City Council
Location: Winchester, UK

Tele Sales Operative

Company: truGym
Location: Stevenage, UK

Fitness Instructor

Company: énergie group
Location: Stevenage, Hertfordshire, UK

Aquatic and Fitness Manager

Company: The American School London
Location: London

Senior Lifeguard

Company: GLL
Location: Various locations, UK

Senior Recreation

Assistant (Lifeguard)

Company: GLL
Location: Tower Hamlets, UK

Team Leader

Company: Everyone Active
Location: Epping, UK

Physiologist

Company: Speedflex
Location: West Byfleet, Surrey, UK

Fitness Instructor

Company: énergie group
Location: Leighton Buzzard, UK

Receptionist

Company: Everyone Active
Location: Bourton-on-the-Water, Gloucestershire, UK

Assistant Leisure

Club Manager

Company: Tudor Park Marriott Hotel
Location: Bearsted - Maidstone

Centre Manager

Company: Impulse Leisure
Location: Thurrock, Essex, UK

Leisure Attendants

Company: Walsall Council
Location: Walsall, UK

Member Services Advisor

Company: Pure Gym Limited
Location: Leeds City Centre, UK

Lifeguard

Company: Loughborough University
Location: Loughborough, UK

Gymnastics Coaches (L 1&2)

Company: Everyone Active
Location: London Borough of Sutton, UK

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Reception Apprentice

Company: Everyone Active
Location: Staines, UK

Membership Sales Advisor

Company: Energie Group
Location: Andover, UK

Contracted Catering Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Fitness Motivator

Company: Everyone Active
Location: Cirencester, UK

Centre Manager Stevenage

Company: 360 Play
Location: Stevenage, UK

Regional Manager

Company: The Gym Group
Location: London area, UK

Head of Business Dev

Company: University of Warwick
Location: Coventry, UK

Leisure Attendants

Company: Brio Leisure
Location: Various, UK

Personal Trainer

Company: Field of Fitness
Location: Guildford, UK

Swim Teacher

Company: Everyone Active
Location: Fareham, UK

Level 1 and 2 Swim Teachers

Company: Brio Leisure
Location: Various, UK

Aquatics Lead

Company: Brio Leisure
Location: Winsford/Chester/Neston, UK

Director of Arts and Leisure

Company: Stantonbury Campus
Location: Milton Keynes, UK

Aquatic and Fitness Manager

Company: The American School in London
Location: London

Physiologist

Company: Speedflex
Location: West Byfleet, Surrey, UK

Fitness Instructor

Company: energie group
Location: Leighton Buzzard, UK

Assist Leisure Club Manager

Company: Tudor Park Marriott Hotel
Location: Bearsted - Maidstone

Member Services Advisor

Company: Pure Gym Limited
Location: Leeds City Centre, UK

Leisure Attendants

Company: Walsall Council
Location: Walsall, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Recreational Assistant

Company: Parkwood Leisure
Location: Portsmouth, UK

Fitness Motivator

Company: Everyone Active
Location: Sutton, Surrey, UK

Front of House Receptionist

Company: Everyone Active
Location: Sutton, Surrey, UK

Recreation Attendant

Company: Everyone Active
Location: Sutton, Surrey, UK

Swimming Teachers

Company: Everyone Active
Location: Sutton, Surrey, UK

Swim Teacher

Company: Everyone Active
Location: Southam Leisure Centre, UK

Level 1 & 2 Trampoline Coach

Company: Everyone Active
Location: Sutton, Surrey, UK

Centre Manager

Company: Coventry Sports Foundation
Location: Coventry, UK

Swim Development Manager

Company: Coventry Sports Foundation
Location: Coventry, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Impact Sales Consultant

Company: Xercise4Less
Location: Various, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Various locations, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Membership Consultant

Company: Xercise4Less
Location: Shrewsbury, Stoke, Newport

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

GP Exercise Referral

Company: Focus Training
Location: Nationwide, UK

Beauty Therapist

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

Spa Therapist PT and FT

Company: Luxury Family Hotels
Location: Various locations, UK

Spa Manager

Company: Luxury Family Hotels
Location: Various locations, UK

Head Spa Receptionist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Spa Receptionist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Beauty Therapist

Company: The Wellbeing (London) Co
Location: London, Richmond, UK

Spa Receptionist PT /FT

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Spa Therapists

Company: Hand Picked Hotels
Location: Various, UK

Spa Therapists

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Visitor Experience Manager

Company: National Trust
Location: Westerham, Kent, UK

Visitor Experience and Fundraising Manager

Company: National Trust
Location: Basingstoke, Hampshire, UK

Guest Service Duty Manager

Company: Continuum Group
Location: Portsmouth, UK

Brand Manager (maternity cov)

Company: Chessington World of Adv
Location: Chessington, UK

Guest Service Assistant

Company: Legoland
Location: Johor, Malaysia

Creative (Resort Theme Parks)

Company: Merlin Entertainments Group
Location: Acton, London, UK

Creative Media Supervisor

Company: Merlin Entertainments Group
Location: London, UK

IT Local Support Analyst

Company: Gardaland Resort
Location: Castelnovo del Garda VR, Italy

Attraction Host

Company: Shrek's Adventure
Location: London, UK

Retail Host

Company: Sea Life
Location: Weymouth, UK

Sales and Information Host

Company: Sea Life
Location: Weymouth, UK

WZ Brand Manager

Company: Zoological Society of London
Location: Whipsnade Zoo - LU6, UK

Visitor Experience Manager

Company: National Trust
Location: near Falmouth, Cornwall, UK

Visitor Centre Officer

Company: World Horse Welfare
Location: Snetterton, Norfolk, UK

Senior Duty Manager

Company: Science Museum
Location: London, UK

Catering Operations Manager

Company: Chester Zoo
Location: Chester, UK

Operations Manager

Company: Legoland Discovery Centre
Location: Michigan, United States

Hotel Head Chef

Company: Chessington World of Adv
Location: Chessington, UK

Marketing Manager

Company: Legoland Discovery Centre
Location: Chicago, United States

Finance Manager

Company: Madame Tussauds
Location: New York City, USA

Executive Head Chef

Company: British Airways i360
Location: Brighton, UK

General Manager

- Restaurants
Company: British Airways i360
Location: Brighton, UK

Catering Services Director

Company: British Airways i360
Location: Brighton, UK

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Sci-Fi tinged Asian eatery unveiled

The founder of design studio Blue Sky Hospitality Henry Chebaane has told *Leisure Opportunities* that interior designers should not be afraid of “outside the box” thinking if they are to create livelier and more authentic hotels, bars, restaurants and leisure spaces.

Chebaane and his design firm, Blue Sky Hospitality, are known for their creative and unorthodox designs, and have just launched a typically quirky Asian restaurant called Kojawan on the top floor of London’s Hilton Metropole hotel, with a panoramic view of the city’s northwest.

The restaurant is designed as a retro-futuristic, otherworldly scene, with European features combined with Andy Warhol-style art work and science fiction stylings from South Korea, Japan and Taiwan – countries which have inspired the restaurant’s cuisine and its name.

The white ceilings are covered with intricate space-age panels and pipeworks; soft titanium cladding covers the walls; LED screens display Japanese-style anime clips; aluminium menus feature typography taken from



The restaurant is designed as a retro-futuristic, otherworldly scene

manga; and large mirrors are emblazoned with Sci-Fi references, such as the logo of Weyland Corporation from the Aliens film franchise.

In contrast, muted colours following a duotone colour scheme are used to reflect Zen philosophy and the simplicity of private, intimate domestic settings in the three countries.

“Kojawan does not look authentic according to average Western expectations of an Asian restaurant, yet in reality it is filled with a multitude of genuine details,” said Chebaane.

Details: http://lei.sr?a=b9N9s_O

Google eyes digital culture sector

Continued from front cover

Of Google’s impact on culture’s digital footprint, James Davis, programme manager of the Google Cultural Institute, said: “I think digital culture is heading to much bigger audiences.”

“One of the real compelling reasons to have digital cultural experiences is that if you’re interested in something the other side of the world, that might be an obstacle for you going to see it. However if it’s available directly from your pocket, then it’s extremely accessible to you.

“We are absolutely convinced that the global audience for culture will increase because of people having access to cultural organisations all around the world and as a result I think and hope that physical attendance will increase,” he continued. “It’s something



Davis joined the Google Cultural Institute in June 2011

we’ve begun to see anecdotally. If you get a larger audience interested in this topic some of them are going to go to that museum when they weren’t beforehand because they hadn’t heard of it. That’s the direction that the Google Cultural Institute is going.”

Details: http://lei.sr?a=T3h2j_O

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