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Pure Gym victorious in race to acquire LA Fitness

Pure Gym has emerged as the winner of the long-running race to acquire LA fitness.

The gym chain helmed by Humphrey Cobbold had been in contention to buy the business, alongside Fitness First, Sports Direct Fitness and Terra Firma Capital.

Pure Gym confirmed on 29 May that it had completed the acquisition of LA Fitness and its 43 fitness clubs, for a sum thought to be in the region of £60-80m. The acquisition was backed by Pure Gym owner CCMP Capital Partners and a number of banks.

Having been foiled by the Competition and Markets Authority (CMA) during last year's failed merger with The Gym Group, Pure Gym stressed that the businesses will be operated independently until the CMA gives Pure Gym permission to proceed with the takeover.

LA fitness boasts an enviable property footprint in London with 22 sites, including two



Humphrey Cobbold (right) recently succeeded Peter Roberts as Pure Gym CEO

'premiumised' LAX clubs, so the acquisition is a natural step for Pure Gym, which has long had desires of a stronger presence in the capital.

Pure Gym CEO Humphrey Cobbold told *Leisure Opportunities* that the company's plans to convert most of the LA fitness portfolio into

Pure Gym sites – despite the disparity in proposition – wouldn't be an insurmountable challenge. He pointed to the former LA fitness sites in Cambridge and Poole which have been converted into Pure Gym sites as evidence of this.

"We've done conversions like that before where we've repurposed clubs, knocked down walls and converted fitness spaces as is necessary, so I don't think it will be a problem," he said. "Membership fees will be in line with Pure Gym value – which we would class as outstanding – but our price structure is localised across the business (ranging from £12 up to £26.99), so clearly the economics in London are different to those in other areas of the country."

Cobbold praised the efforts of LA fitness CEO Martin Long and his team. He said they would support the transition, with a view to then stepping out of the business, but added discussions are still to be had. *Details:* <http://lei.sr?a=d3T5A>

Center Parcs acquired by Canada's Brookfield

UK leisure resort chain Center Parcs has been bought by Canadian property giant Brookfield for an undisclosed figure.

Center Parcs – which was owned by US-based private equity group Blackstone – has been the subject of intense speculation over the past year. Blackstone reportedly hired several investment banks to lay the foundations for a £2.5bn London listing and is also understood to have rejected a joint £2bn bid from BC Partners and Canada Pension Plan (CPP) for Center Parcs. *Continued on page 8*

Alton Towers shuts after coaster crash

Merlin Entertainments' chief executive, Nick Varney, has said Alton Towers will remain closed until the cause of the Smiler accident that left 16 people injured has been determined.

Following the incident on 2 June, in which a carriage of the park's £18m Smiler rollercoaster crashed into an empty carriage on the track, seriously injuring four people, Varney said the park would only reopen once a thorough investigation into the incident had been concluded.

"At this point I don't know if it was a technological or a human error," Varney wrote in *The Sun*, after the tragedy made front page news. "We want to know if this issue is isolated to The Smiler. We can't open again until we're sure."



Injured riders were left dangling at a 45 degree angle

The riders were left trapped 25ft (7.6m) in the air for up to four-and-a-half hours, while rescue crews built a platform to reach them. Alton Towers remained closed as *Leisure Opportunities* went to press. *Details:* <http://lei.sr?a=E3C9E>

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SPORT

Hope for £80m Southend stadium

Stadium redevelopment plans for newly-promoted League One football team Southend United are imminent, according to the seaside town's Council leader, Ron Woodley.

After meeting with club chair, Ron Martin, to be briefed on the plans, Woodley said a new stadium could be the catalyst Southend needs to follow in the footsteps of the likes of Swansea City – a team which enjoyed a prominent rise through the English football pyramid following an extensive stadium redevelopment.

The £80m Southend scheme, tentatively known as Fossetts Farm Stadium, has been laid out by architects Populous and includes a £25m 22,000-seat stadium, a 12-screen multiplex cinema, a hotel and retail park, and a 13-storey tower block comprised of 170 apartments. The futuristic-looking stadium will also be connected to a training ground and



Populous are behind the plans, which have been in the works since 2006

community sports area, which will stretch out the length of four football pitches.

"Having a new stadium will fit in with our aspiration to be a Championship club," said Woodley. "You see teams take off when they get a new stadium – look at Swansea for example.

"A new planning application will be needed as the previous permissions have lapsed and the legal side of previous ones weren't completed, but we've just got to tidy up a few bits and pieces." Details: <http://lei.sr?a=m8B6f>

£4m revamp for iconic Lord's media centre

Marylebone Cricket Club (MCC), owner of Lord's Cricket Ground in London, has announced plans for a £4m refurbishment of the J.P. Morgan Media Centre.

Work will take place over the next two winters, to avoid disruption to the summer cricket seasons, and the improved media facility will be unveiled in time for the 2017 season – when Lord's will host the ICC Women's Cricket World Cup Final.

The Stirling prize-winning building, designed by Future Systems architects, will receive its first makeover since its opening in 1999.

MCC has developed the J.P. Morgan Media Centre refurbishment plans in association with David Miller Architects, who also worked on the original design in the late 1990s, with the project being managed by Gardiner Theobald.

Once complete, the centre will have 10 permanent TV and radio broadcast boxes – one less than at present but of increased



The media centre won the Stirling prize for architecture in 1999

size and flexibility, and more suited to modern-day broadcasting requirements.

The Writers' Area will increase in size from 120 to 144 spaces, while facilities for photographers will also be upgraded, with an additional five spaces available in an expanded area on the mezzanine level of the building.

The £4m media centre project is part of a larger, £200m redevelopment of Lord's. Details: <http://lei.sr?a=p7r4g>

Blatter exit 'brilliant for football'

FIFA president Sepp Blatter's decision to resign, amid the crisis surrounding alleged corruption at football's organising body, has been welcomed by football leaders.

In announcing his exit, the 79-year-old Swiss called for an extraordinary FIFA congress "as soon as possible" to elect a new president.

Despite having won re-election for a fifth term on 30 May, Blatter said: "My mandate does not appear to be supported by everybody."

The extraordinary congress is expected to take place between December 2015 and March 2016.

The Football Association chair, Greg Dyke, described the development as "brilliant for world football" and president of Uefa Michel Platini, said it was "the right decision".

Meanwhile, John Whittingdale, secretary of state for culture, media and sport, said this was the beginning of a reform process for FIFA. "Governments, national associations



Sepp Blatter will step down as FIFA president after 17 years at the helm

and international confederations, along with players and fans have all called for Sepp Blatter to resign in recent days," said Whittingdale.

"We welcome his belated announcement, but this is only the beginning of the process of change we need to see. I hope this is the first step to a new FIFA that can command the confidence and respect of the football world once again." Details: <http://lei.sr?a=C3m5d>

£17.5m investment for Northern Irish facilities

Sport Northern Ireland will invest £17.5m of National Lottery funding into sports facility projects over the next five years.

Money will be dispensed through the new Facility Fund, a scheme based on three strands – single, multi and performance facilities. Funding will be given to single-sport facilities which seek to increase participation within club structures, multi-sport facilities seeking to increase participation across local communities and performance facilities which meet the needs of community participants and high performance athletes within the same multi-sport environment.

Details: <http://lei.sr?a=U8R4h>



upmysport CEO and co-founder Nicola Broom

Sport England targets tackling inactivity

Schemes centred on overcoming physical inactivity across the country are to benefit from a £5.4m tranche of National Lottery funding from Sport England.

Sixteen projects nationwide have been awarded between £91,500 and £500,000 to help transform lives through the power of exercise.

Among those to receive funding are the University of Hertfordshire's Inactive Adults programme, the Tottenham Hotspur Foundation's Weight Management service and Community Sports Trust CIC's scheme for inactive older adults with type 2 diabetes.

As a result of the funding, tens of thousands of people – including over-65s, those with type 2 diabetes and people with drug and alcohol problems – will get help to be more active.

Inactivity costs the economy £7.4bn a year, according to Public Health England figures, while evidence shows that if adults are physically active, it helps to prevent or manage more than 20 chronic health conditions, including



Sports minister Tracey Crouch on a visit to the Active Norfolk project

heart disease, cancer and dementia. To coincide with the funding announcement, recently-appointed sports minister Tracey Crouch visited the Active Norfolk county sports partnership in Norwich to see how its new project, Mobile Me, will benefit from the investment.

"What's great about these projects is the fact that they are giving people opportunities to get moving in ways that suit them," said Crouch.

Details: <http://lei.sr?a=w6E2C>

upmysport platform raises £1m through seed funding

upmysport – the platform for booking recommended local sport and fitness instructors – has announced a successful seed round of fundraising totalling £1m as it aims to boost online and mobile offerings.

The round was led by private investors, working in partnership with government-backed initiative, the Angel CoFund.

Having launched in 2013, upmysport has amassed a network of 700 activity professionals for its digitally-based service, which helps clients to arrange sessions with reliable instructors in a chosen activity.

The service allows clients to browse through and book into private sessions or courses, updating their phone diary and taking payment in just one click. Users can also create a shortlist of their favourite instructors for easy future booking. For instructors, the app serves as a full relationship management and marketing tool.

The Tech City-based company will use the latest funding to further develop upmysport's online and mobile services, and seek strategic partnership opportunities.

Details: <http://lei.sr?a=C4y4h>

Brits 'twice as likely' to workout than go to pub

The country may be facing a physical inactivity crisis, but there is at least some cause for cheer(s) for the health and fitness sector: Brits are almost twice as likely to exercise than go the pub.

A newly-published Breast Cancer Care survey of 2,005 UK adults showed that two-thirds (65 per cent) are now exercising on a weekly basis, compared to just a third (34 per cent) who head to the pub.

According to the study, fast walking was the most popular form of exercise – being enjoyed by 38 per cent of respondents, followed in second and third place by swimming and cycling. Details: <http://lei.sr?a=N3k9w>



Earlam has an impressive leisure CV

Attractions heavyweight Glenn Earlam joins DLL

David Lloyd Leisure (DLL) has announced that Glenn Earlam is joining the company as chief executive officer on 30 June.

Previously managing director of Midway Attractions, the largest operating business of Merlin Entertainments, Earlam has extensive operating experience.

His appointment will allow Scott Lloyd to take up the position of non-executive deputy chair, where he will play an active role in defining the corporate and strategic development of the group.

"We believe that Glenn will be able to take us to the next level and ensure that we continue to attract new customers and reward the loyalty of our longstanding members," said Scott Lloyd in a statement.

Earlam says he's delighted to join one of the UK's most recognised leisure brands: "Scott and his team have built a great platform with TDR supporting significant investment across the estate. I look forward to continuing the development and future expansion, delivering world class facilities and outstanding experiences for members." Details: <http://lei.sr?a=E5E7K>

FF unveils 'invitation-only' concept

Fitness First Group has revealed details for its new health club concept, Gravity.

With a joining fee in the region of £1,500 and membership costing £300 per month, the invitation-only proposition is targeted squarely at high-powered business executives. Its inception was influenced by Fitness First research which found 94 per cent of C-Suite executives would prefer a private, premium and personalised environment to help them achieve wellness goals.

The development marks the latest chapter in Fitness First Group CEO Andrew Cosslett's quest to move the brand up-market and diversify from mainstream gyms into new concepts that can be scaled up globally. The luxury sector is familiar territory for Cosslett, who was previously CEO of IHG.

The first Gravity health club will launch in Singapore in July, with ambitions of bringing a marquee site to London at a later date. The £4.7m gym will be located at the top of the new CapitaGreen Tower in the Singapore



The Singapore site has a rooftop pool and a deck for al fresco workouts

Central Business District, offering "spectacular" views of Marina Bay. The gym will have a strong focus on personal training, with membership packages offering numerous 1:1 sessions and physiological analysis. In addition to top-of-the-range kit, there will be an outdoor deck for a variety of al fresco workouts. Also on site is an outdoor pool, a spa offering a wide range of treatments and a 6,500sq ft (604sq m) restaurant scheduled to open in October. Details: <http://lei.sr?a=p9G8R>

Boutiques to shake-up sluggish gym sector

Boutique fitness studios pose a significant threat to traditional gyms, which have taken their eye off the needs of consumers, warns fitness industry analyst Ray Algar.

Established brands such as Fitness First, Sports Direct Fitness and Virgin Active should be taking note, says Algar in the 2015 *UK boutique fitness studio report*, of their highly-compelling rivals. The report observes that boutique studios are becoming the drivers of overall market growth as they can command hourly fees of up to £30, build loyal communities, are attractive to investors and cannot simply be replicated or priced out by big brands.

Algar says the mushrooming of boutique studios in the UK can somewhat be attributed to their triumphs in the US, where initial successes have been converted into thriving businesses on the back of a solid business model. The report features an in-depth case of US boutique SoulCycle, which has grown to 40 studios boasting roughly 50,000 users per week, with plans to open in London next year.

Algar, who previously spoke at IHRSA Europe 2014 on how the march of boutique studios spells big trouble for traditional operators, said their fresh approach to fitness is



Ray Algar has examined the boutique fitness market

starting to pay dividends. "The rise of the boutique fitness studio is set to transform an otherwise mature and sluggish industry that is inward-looking, over-absorbed with mergers, acquisitions and defensive strategies and not paying enough attention to what today's customers, especially those with slightly deeper wallets, are willing to pay for," he said. Details: <http://lei.sr?a=e8v8m>

Hunt's obesity pledge draws fire

Health secretary Jeremy Hunt's pledge to make addressing the "great scandal" of childhood obesity a top priority of this Parliament has been dismissed as ineffective by the boss of one of Britain's top fitness companies.

In a speech to health leaders in central London last month, the health secretary said tackling childhood obesity would be one of his main aims, with a national strategy to be put in place as part of the Conservatives' pledge for an extra £8bn a year in NHS funding by 2020.

However, the plans were criticised by Les Mills UK chief executive Martin Franklin, who told *Leisure Opportunities* that investing in the treatment and cure of obesity "completely misses the mark" and believes it will not make any positive impact.

Citing a recent editorial calling for an end to over-zealous clinical interventions by doctors, Franklin said efforts should instead focus on prevention by instilling physical activity as a key aspect of children's lives. "Funding needs to be invested at grassroots level within schools and communities – i.e. leisure and sports



Jeremy Hunt outlined plans for a national strategy

centres – places where children can learn a life-long love of movement and be inspired to move more," said Franklin. "Physical literacy should be deemed just as important as classroom based achievements and research shows the positive impact activity has on academic results. Details: <http://lei.sr?a=s5w8S>

Nuffield Health creates Microsoft Band workouts

Nuffield Health has secured an exclusive tie-up with the recently-released Microsoft Band to produce a series of workouts for wearable tech users on the move.

As the UK fitness and wellbeing partner for the Microsoft Band, Nuffield Health fitness experts have created guided workouts designed to help people of all fitness levels get the most out of their workouts. Each of the nine training sessions available can be downloaded from the Microsoft Health app straight onto the Microsoft Band being worn on the user's wrist, enabling them to exercise wherever and whenever they want to.

Once downloaded to the Microsoft Band, small vibrations and on-screen instructions guide users through each stage of the workout. At the same time, Microsoft Band measures heart rate and calories burned to provide key stats from a workout to help people monitor their progress and make improvements.

Details: <http://lei.sr?a=d5D2E>

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After posting global sales growth figures of 19% for 2014, the pressure is on for the Matrix Fitness brand to surpass what has gone before, and, in their own words, 'Challenge the expected, deliver the unexpected'.

Understandably, the brand's relentless drive to innovate plays a key role in its success, and the latest product to enter the market looks set to continue this trend. Following a global launch at IHRSA, the Matrix Connexus Group Functional Training System was unveiled to the European market at FIBO 2015, to great acclaim.

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Space is inevitably at a premium for most fitness facilities, and yet typical design and placement of traditional functional rigs encourages perimeter-based activities, with minimal use of internal space. The highly-versatile Connexus functional training system has been designed to give club owners and trainers maximum flexibility, repeatability, and expandability in their workout environment... without impinging on other gym-based activities or equipment.

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As Global Product Manager – Personal and Group Training – Becky Jalbert explains, the premise is simple:

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- / **ADJUSTABILITY** – vertical and horizontal handles allow for quick class setup and fast transitions between exercises for efficient training.
- / **REPEATABILITY** – the option to repeat exercises or stations enables the trainer to more effectively manage their classes and provide a greater variety of speciality classes.

Although the pull up and horizontal bars are standard along with the vertical and horizontal adjustments, customers have the option to order additional features, and the freedom to customise their unit, or make each station exactly the same.

OPTIONS

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The optional magnetic chalkboard features a storage slot for chalk, a smart phone, or tablet, and allows trainers to post workout information in a highly visible area.

③ LANDMINE ATTACHMENT

For additional flexibility, the optional landmine attachment allows trainers to incorporate more explosive power training into their programming.



Connexus is ideal for small-group training and functional-training classes, where repeatability is important because it allows multiple users to perform the same exercise in unison. In addition, an expansion kit makes it easy and affordable to add capacity, or create multiple circuit-training stations in a single space.

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Much ado about zero



PETER DUCKER

is chief executive of the Institute of Hospitality

Although media coverage of zero hours contracts has been largely negative, they do offer flexibility that suits certain people.

Two thirds of those on zero hours contracts do not want to work more hours, according to the Office for National Statistics, suggesting the majority are satisfied with the arrangement.

Zero hours contracts are not new. McDonald's has been using them since it first opened in the UK in 1974.

On 26 May, the Small Business, Enterprise and Employment Act 2015 outlawed the use of exclusivity clauses in zero hours contracts, which prevent people from working for another employer. The principle of banning exclusivity clauses is correct; if your contract gives you no guaranteed work, you should be free to seek it elsewhere.

In theory, it makes the employer-employee relationship more equitable.

For employers, the main benefit remains; you only pay when work needs doing. However, there are some drawbacks to using zero hours contracts, which may make alternatives more suitable.

Firstly, a zero hours contract is simply a contract of employment where there are no guaranteed minimum hours and the employee is only required to work when called upon. Other terms of the contract have to be the same (pro rata) as for full-time employees. How do you decide what sick pay and holidays this person is due for them to be equivalent to the full time staff? This can be an administrative headache.

Secondly, a zero hours contract does not remove employment rights such as claiming unfair dismissal, redundancy, discrimination or even a TUPE transfer.

Thirdly, there's the cost of staff turnover. An employee requiring a regular income is always going to look for a job with the security of guaranteed hours and will move on as soon as possible. This might be difficult in some roles but, as always, the best staff will move first. Suitable alternatives include annual hours contracts, part-time work, casual agreements or mutually agreed flexibility in a standard contract.

HOTELS

Golf resort Formby Hall goes on the market

Formby Hall Golf Resort & Spa, a luxury resort on England's 'Golf Coast', has been put on the market, with offers being sought in excess of £20m.

The resort – situated between Southport and Liverpool – is ensconced within 183 acres of parkland. It comprises a 62-bedroom boutique hotel, a four-star spa and extensive conferencing facilities. In addition, there are several restaurants, the 19th Hole bar, a Java Lounge reception and the Spa Bistro. The golf operation includes an 18-hole parkland championship par course, 9-hole par-3 course, driving range and a highly-acclaimed PGA Academy.

The sale of the privately-owned estate is being marketed by real estate specialists CBRE.

"Formby Hall Golf Resort & Spa an exceptionally highly regarded resort with strong commercial appeal and the potential for considerable growth, particularly if the



The golf operation includes an 18-hole parkland championship par course

development opportunities are exploited," said CBRE Hotels executive director Paul Collins.

"The resort is being sold unencumbered and offers a purchaser the potential to either partner with an international brand/operator, or continue trading successfully as an independent resort. This is an incredibly unique opportunity and we are anticipating high levels of interest."

Details: <http://lei.sr?a=h7u8N>

Center Parcs acquired by Brookfield

Continued from cover

Blackstone chair Gerry Murphy said of the sale to Brookfield: "Having bought Center Parcs in 2006 and invested in its growth, it has been an excellent investment for us. We are sure that it will go on to even greater success under new ownership."

Center Parcs runs five holiday villages in the UK and reported pre-tax earnings of £147m last year. This was bolstered by a 99

per cent occupancy rate for the first three months of business at its new Woburn Forest resort, which launched in June 2014. The £250m complex features 625 lodges, a 75-bedroom hotel, Center Parcs' largest Subtropical Swimming Paradise and an Aqua Sana spa. Center Parcs is also understood to be developing a new resort near Dublin, with an anticipated opening date of 2019.

Brookfield, which specialises in property, renewable power and private equity, is amassing an enviable portfolio in the UK, having recently teamed with Qatar Investment Authority to buy London's Canary Wharf.



The latest Center Parcs resort – Woburn Forest – launched in June 2014

"To date, Brookfield Property Group's investment activity in the UK has focused primarily on the office and logistics market; however, our global portfolio has always encompassed a broader mix of asset types including property deriving its returns from leisure activities," said Brookfield Property Group CEO Ric Clark. "Center Parcs' villages are high-quality, popular short break destinations. Although these resorts are already producing steady streams of cash flow supported by nearly full occupancy year-round, we see compelling opportunities to grow the business and enhance our investment returns. Details: <http://lei.sr?a=G8X5p>

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Gallery workers hold 10-day strike

Workers at London's National Gallery have carried out a 10-day strike to protest the alleged sacking of union representative Candy Udwin and plans for privatisation.

With privatisation affecting around 400 of the gallery's 600 staff, members of the Public Commercial Services (PCS) union underwent a 10-day strike, which ran until 4 June. A rally at Trafalgar Square also took place on 30 May. The PCS says Udwin was dismissed following her suspension on the eve of Gallery workers' initial strike in February.

"The case against her was that she shared information about the use of a private security firm with her full-time union official and asked him to take up the matter with the gallery," said the PCS in a statement. "We believe this is a clear case of victimisation and a direct attempt to undermine our union and we will fight it every step of the way."

A petition calling for the reinstatement of Udwin has been signed by more than 21,000



Candy Udwin (front centre) was dismissed after her suspension in February

people, including Russell Brand, MP John McDonnell and film director Ken Loach.

In a statement, the National Gallery said it hoped to keep most of the gallery open for business during the strike, but added that more than 5,000 school children have had trips to the gallery cancelled because of the strike action.

"The PCS opposes the introduction of a new roster for some visitor-facing and security staff, which would enable us to operate more flexibly," said a spokesperson for the gallery. Details: <http://lei.sr?a=A7A8f>

Science and industry score HLF cash

The Heritage Lottery Fund (HLF) has awarded a share of £98m to nine heritage sites across the UK in the latest round of donations from the charity.

Preservation of scientific and technological history is a running theme in this latest funding round, with one of the largest individual funds – worth £12.1m – going to Jodrell Bank in Cheshire, the home of the Lovell Telescope and the only site in the world



The funding at Jodrell Bank will help create a Lovell Telescope pavilion

which showcases the story of the development of radio astronomy. The funding at Jodrell Bank will go towards creating an exhibition pavilion to tell the story of the site's role in international scientific development, as well as new volunteer, skills and schools programmes for the visitor attraction.

London's Science Museum, which is part-way through a £60m expansion will receive £8m towards its £24m medicine galleries,

which are due to be completed in 2019. The new galleries – designed by Wilkinson Eyre – will take up the entire first floor of the the museum, covering 3,000sq m (32,292sq ft) of space, and will house objects that explore the last 400 years of medical science.

Following the industrial theme, the HLF has also granted £9.4m to the Derby Silk Mill, the world's first fully-mechanised factory. Details: <http://lei.sr?a=x6T4w>



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Over-60s shun anti-ageing skincare products: study

Contrary to popular belief, a higher proportion of over-60-year-old consumers use facial and body moisturisers without explicit anti-ageing claims than those who use products with rejuvenating properties, according to Euromonitor International's latest study: *Challenges and Opportunities in Targeting the Senior Consumer*.

The global survey's data, collected in 2014, maps out beauty regimes, product usage frequency and path-to-purchase factors by age group. 35 per cent of the respondents aged over-60 stated that they used anti-ageing products in the three months prior to the survey. Details: <http://lei.sr?a=R2Z7q>



Prevention is key in guarding against skin cancer

Quarter of skin cells may be on course for cancer

More than a quarter of middle-aged people's skin cells may have already mutated into cancerous tissue, according to a new study published in the journal *Science*.

Researchers from the Sanger Institute near Cambridge, analysed samples from a group of 55 to 73-year olds and found more than 100 DNA mutations linked to cancer in every 1sq cm (0.16sq in) of skin. Samples were taken from excess skin removed from patients' eyelids. They then drilled down into the skin's DNA.

"The most surprising thing is just the scale," Dr Peter Campbell, head of cancer genetics at Sanger, told the *BBC*. "That a quarter to a third of cells had these cancerous mutations is way higher than we'd expect, but these cells are functioning normally." It would take multiple mutations, however, to culminate in a tumour and no one is sure exactly how many.

"It drives home the message that these mutations accumulate throughout life and the best prevention is a lifetime of attention to damage from sun exposure," added Campbell. Details: <http://lei.sr?a=F8Y2m>

Mayfair House of Elemis unveiled

British skincare brand Elemis has transformed its central London day spa into The House of Elemis – a new flagship beauty house combining wellness with retail.

Launched on 28 May the opulent Mayfair townhouse was conceptualised by Elemis co-founder Oriole Frank in partnership with designers Virgile and Partners.

The design brief for The House of Elemis was to reflect the brand pillars – 'the very best that science and nature can offer' – leading to natural materials being blended with textural lighting, artisanal glass, ceramic work and innovative design. With a view to increasing business three-fold, The House of Elemis incorporates a ground floor retail/sensory experience, plus a healthy food and juice offering; a Speed Spa section for men and women; an area dedicated to Biotec facials; and one of the most luxurious penthouse



The House of Elemis includes an area dedicated to Biotec facials

treatment suites in the city. Treatment beds for the spa were supplied by Gharieni.

Elemis co-founder and creator of Elemis therapies Noella Gabriel has personally crafted every new spa treatment on the emporium's menu. "The menu has been designed to make sure every treatment is action-packed in the most relaxing way. It's all about flow," said Gabriel. Details: <http://lei.sr?a=R6k9Z>

Get set for third Global Wellness Day

Three years ago, Belgin Aksoy, creative director of hotel management company Richmond International in Turkey, came up with an idea to combat depression and unhappiness by promoting the importance of living well through a special initiative - Global Wellness Day.

"According to many studies, depression is the most common health problem around the world," she said in the latest edition of *Spa Business* – Q2 2015. "It often manifests itself in sleep deprivation, stress, poor nutrition, inactivity, obesity, heart disease and more. To overcome this problem and lead a healthy, happier life we need an inspiring beginning. The name of that beginning is Global Wellness Day."

Aksoy reasons: "We've honoured almost everything which is valuable to us with a special day, so why not have one dedicated to the universally accepted importance of wellness?" Held on the second Saturday of June each year,



Belgin Aksoy is the founder of Global Wellness Day

Global Wellness Day (GWD) is based on a simple premise – to increase our consciousness of living a better life, even if it's just for one day, to draw our attention to healthier lifestyles.

Aksoy hopes that the global initiative will help serve to motivate people to keep up the good habits to "impact their well-being on the other 364 days of the year." Details: <http://lei.sr?a=U5q9U>

PULSE BEAT

THE COMPANY NEWSLETTER

SUMMER 2015



It's been another prosperous few months for Pulse. All aspects of the business have seen growth, in particular our biggest contract to date – as we have been appointed as Suffolk Coastal District Council's Strategic Leisure Development Partner for the next 20 years! The contract has an estimated possible value of £45 million and allows us to inject a new lease of life into leisure facilities across the region. We are also delighted to announce a new contract with Imperial College London, which builds on our portfolio of work in the education sector and follows a recent successful development project at Kings College London.

Our relationship with Total Fitness continues to go from strength to strength as we roll out a multi-million pound equipment upgrade at 17 sites following the successful partnership at Total Fitness, Wrexham.

We are delivering what we believe to be an engaging, modern but sustainable mix of quality fitness equipment including our brand new functional rig.

I am delighted to welcome Paul Shinner back into the organisation, as our Director of Interactive Fitness Products. His appointment comes just as we have signed a three-year contract with Exergame to exclusively distribute its interactive fitness products to the UK and Europe. I expect to see significant growth in the interactive fitness market over the next 12 months – watch this space.

Finally, facing strong competition, Pulse scooped the title of Business of the Year at the East Cheshire Chamber of Commerce Business Awards in April. Pulse has been based in Congleton for 35 years so winning this local award means a great deal to us all.

I'm very proud of how far we've come and I'd like to thank my many talented colleagues and peers for their dedication and continued support over the years.

Healthy Regards,

Chris Johnson
Managing Director
of Pulse

P.S. We have just received notification we are a finalist in the ukactive & Matrix Flame Awards for Supplier of the Year.



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New interactive fitness partnership with Exergame

Pulse has signed a three year contract with Exergame™ to exclusively distribute their market leading interactive fitness products to the UK and Europe. The deal will see Pulse offer a range of interactive products for both children and adults, as well as creating interactive fitness zones in facilities.

The new products will include the Exerbike®, a stationary bike with pedal to play technology that can be used with any XBOX game, 3Kick, towers with light-up targets that can be punched, kicked or slapped and Heavy Ball, a medicine ball post and retrieval game.



Pulse adds functional training rig to product portfolio

Pulse has expanded their portfolio adding a new functional rig to the range of award winning fitness equipment. The new product is a modular system which can be floor or wall mounted for use in the gym or configured for use outdoors. Pulse has already installed the new functional training rigs into Total Fitness Wrexham and Greenvale Leisure Centre, Ireland with great success. The rig, which can be customised to any colour, includes 28 accessories including battling ropes, step-up platforms and pull-up bars. Equipment accessories and rig configuration can be selected to meet the needs of any facility.



New Australian dealer Eye Fitness

Australian based equipment dealer Eye Fitness has recently signed a contract to become Pulse's newest distributor. Eye Fitness has sold Trixter bikes for the past eight years and the new partnership will see Eye Fitness selling and installing the full range of Pulse's innovative equipment to fitness centres in Australia and New Zealand.

Eye Fitness has already secured a contract to install a range of Pulse equipment into three clubs in Perth. All three installations were completed by May 2015 and included cross trainers and treadmills fitted with Pulse's state-of-the-art Cirrus Console.

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



Pulse set to install equipment at 17 Total Fitness clubs

Following a successful kit installation at Total Fitness Wrexham, Pulse has been awarded a new contract which will see the organisation refit and update a total of 17 sites across the Total Fitness group with innovative Pulse Fitness equipment. Pulse was awarded the Wrexham contract based on a combination of price and equipment quality, as well as its previous work with the operator.

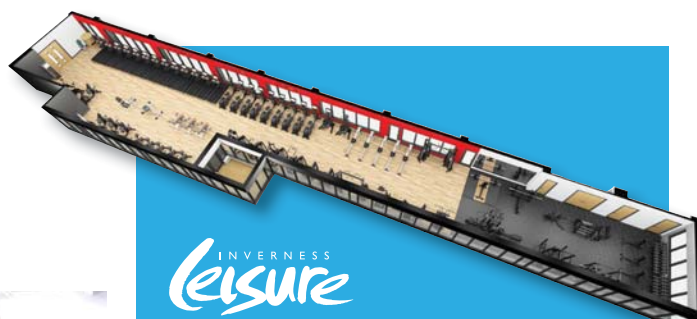
Craig Battersby, Company Fitness Co-ordinator at Total Fitness, managed the deal with Pulse, saying: "After a very successful refurbishment of our new Wrexham club, we were impressed with the quality, service and delivery of the Pulse Fitness equipment and are excited to be delivering the next stage of the Total Fitness investment plan together. The Pulse Fitness kit compliments Total Fitness' vision of offering the highest standard of fitness expertise to our members and the best training facilities whatever your level or goal."

Pulse to support military personnel at Headley Court

Pulse has supplied and installed £300k worth of fitness equipment in the Defence Medical Rehabilitation Centre at Headley Court. The installation is part of a four year contract that will also see Pulse transfer the kit to the new, £300 million rehabilitation centre at Stanford Hall, near Loughborough, which is due for completion in 2018.

Approximately 150 stations of Pulse's IFI stage 2 accredited fitness equipment has been installed to help the rehabilitation of injured service personnel. Pulse's in-house research and development team has worked with the Defence Medical Rehabilitation Centre to modify several pieces of equipment to make them more suitable for the fitness needs of injured servicemen and women.

"The thousands of servicemen and women who make up the Armed Forces are our country's most valuable asset," says Ben Steadman, Key Account Manager for Government Services at Pulse. "As a British company, we are incredibly proud to be supporting them by providing equipment to Headley court. To date we've supplied over £6 million worth of fitness equipment to the Army, Navy and Royal Air Force since winning a four year contract to be an official supplier to the Armed Forces in April 2013."



Six year investment contract with Inverness Leisure

Following a rigorous selection process, a new contract with Inverness Leisure worth up to a quarter of a million pounds will see Pulse redevelop and refurbish the gym facilities at the multi-award winning Bught Leisure Centre as part of a six year partnership.

Referring to the new partnership Chief Executive of Inverness Leisure, James Martin, commented: "We were extremely impressed by all tenders received throughout the process. However, at the conclusion of the selection process the panel members was unanimous in agreeing that Pulse Fitness were undoubtedly the desired partner for Inverness Leisure. We're positive that we will have a healthy working relationship with them as we head into the future which will obviously be to the benefit of our members."



South Staffordshire Council

South Staffordshire Council extends 10-year partnership

A long-term successful partnership with South Staffordshire Council is set to continue for another three years as Pulse Fitness begins an upgrade of four leisure facilities in the region. The £180,000 contract is to equip Cheslyn Hay Leisure Centre, Codsall Leisure Centre, Wombourne Leisure Centre and Penkridge Leisure Centre with new Pulse Fitness kit.

"We are delighted to continue our 10-year partnership with South Staffordshire District Council," says Greg Walker, Pulse Account Manager. "The longevity of our successful partnership is testament to the added value we can offer from our experience as both a supplier and operator. From the latest fitness equipment to sales and marketing advice, we are able to provide a complete solution for operators at an affordable price, which is as important to South Staffordshire District Council today as it was 10 years ago."

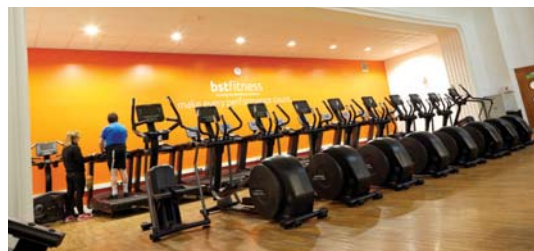


READ ABOUT SOME OF OUR LATEST LEISURE FACILITY TRANSFORMATIONS

Pulse awarded 20 year leisure development contract by Suffolk Coastal District Council

The new contract – which was awarded on 16th March and has an estimated possible value of £45 million – will see Pulse work with Suffolk Coastal District Council and Strategic Leisure Operations Partner, Places for People Leisure, to develop existing and new leisure facilities and services in the district. The partnership and contract value also incorporates the potential redevelopment and operational support of a number of other facilities within four additional local authorities' portfolios who were named participants on the tender.

"We were impressed by Pulse's track record and other facilities we visited that they've worked on such as Waterlane Leisure Centre in Lowestoft which is going from strength to strength," says Cllr Richard Kerry, Suffolk Coastal's cabinet member with responsibility for Community Health. "Our aim is to increase participation in all forms of leisure. It is not just about sport, it is about encouraging people to be more active. We're looking forward to working with Pulse to develop our strategy and leisure facilities in the area, as well as improve participation and accessibility."



Pulse set to operate new fitness club on behalf of Imperial College London



Pulse is delighted to announce the design and fit-out of a state-of-the-art fitness suite located at Imperial College London's new residential complex in North Acton. A £1 million investment will see Pulse design, develop and equip the facility which will be open to Imperial's student residents free of charge, in addition to staff and private members. The facility will be fully operated by Pulse over the next 10 years, as part of their Club Pulse division.

"As a UK company we're excited to be working with one of the top ranked universities in the UK and indeed the world, and will strive to create

a facility which reflects these high standards," says Warren Ormerod, Director of Club Operations at Pulse. "With extensive experience operating dual use facilities in higher education institutions, as well as providing equipment and delivering design and build services, we really understand what works for private members and students alike. We are confident we'll not only meet but exceed the objectives and targets set in terms of usage, retention and revenue."

In addition to installing brand new Pulse Fitness equipment Pulse is advising Imperial College London on décor for the new facility and has made exciting suggestions which include inspiring graphical artwork and a colour scheme to match the university's brand.

Pulse deliver turnkey solution to bring Newbury Park back to life with £900k refurbishment

Pulse was appointed to convert a former cinema building in Newbury into a modern fitness facility following acquisition by Basingstoke Sports Trust. The charitable leisure trust took over management of the leisure facility - which has been closed since June 2014 – as part of its growth strategy. Following a £900k investment Pulse has managed the entire revamp to create a modern facility which retains the character and features of the original building.

The project commenced on 2nd February 2015 and has seen Pulse carry out all aspects of the work, including the refurbishment of the building's interior and exterior and supply of equipment.

Well on their way to meeting their target of 1600 visitors in the first six months, Chief Executive of the Basingstoke Sports Trust, James Starbuck was delighted with what Pulse achieved. "The staff at Pulse truly wanted us to succeed, letting us know they were here for the duration and not just the initial project. Opening a second site in Newbury has really opened doors for the trust. We are reaching a wider audience and providing accessible facilities. These are our biggest priorities, as a charity we really want to engage the community in healthier, more active lifestyle choices. As a company invested in people, I felt that the Pulse team were knowledgeable and passionate enough to help us create our vision."

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Priorities for the new government



With the election gone, it's now time to refocus on ensuring the new government implements policies and initiatives that support the tourism industry. We are extremely fortunate that John Whittingdale has been appointed secretary of state for culture, media and sport and Tracey Crouch has been made minister for sport and tourism. Both were members of the culture, media and sport select committee which recently reviewed the government's performance on tourism (John was the committee's chair) so they have a strong knowledge of the sector.

The problem, however, is that they have little direct control over most of the issues that impact on tourism businesses – visas is a Home Office issue, VAT is a Treasury issue and deregulation is mostly a BIS issue.

As such, the Tourism Alliance has developed three priorities for DCMS to focus on:

1. The Comprehensive Spending Review

DCMS's funding for VisitEngland and VisitBritain has been reduced by 47 per cent since 2009/10 (more than any other DCMS-sponsored body) and now represent just 2 per cent of DCMS's funding. Considering the benefits that tourism provides for the UK in terms of growth and employment, we strongly believe GIA funding for these organisations needs to be retained in the current CSR rather than being cut further.

2. Agreeing Tourism Priorities

The previous government's Tourism Strategy has now lapsed, meaning a new set of priorities are required. The Tourism Alliance believes the recommendations of the Select Committee Inquiry should guide the government's approach to tourism and that DCMS needs to work with the industry on agreeing priorities and actions required.

3. Tourism Industry Council

Retain the Tourism Industry Council, which was established last year. But the Council should be reformed so that its remit is to address agreed tourism priorities. To do this, the Council should have a core group of key members, while utilising expertise from the industry and other government departments for specific issues.

TOURISM

Tourism deficit £1bn+ per month

Britain's tourism deficit continues to widen, with the country currently losing around £1.1bn per month as UK residents spend more on overseas trips, while inbound visitors spend less.

Despite a rise in the number of inbound visits to the UK for a fourth straight year in 2014, Britain's balance of tourism payments deficit is increasing, according to the latest figures from the Office of National Statistics.

The first three months of 2015 saw UK residents spend £6.8bn in overseas countries, while people visiting the UK spent £3.5bn. As such, the tourism deficit currently equates to £3.3bn per quarter – or £1.1bn a month – a marked increase on the £2.4bn gap from the same period for 2013. The figures also showed that visitors to the UK are spending slightly less per trip than they have in the past.

Overall, visitors to the UK typically spend more per trip than Brits travelling abroad, but there are far fewer of them. Around 73.9m overseas residents have visited the UK since the start of 2013, spending an average of £631. In



Increased spending by Britons abroad has contributed to the deficit

the same period, UK residents have spent £594 per overseas trip, but have made 129m of them.

Although inbound visitor numbers continued to grow in the first quarter of 2015, the overall amount they spent fell by 10 per cent.

Tourism bosses have long been campaigning for a reduction in VAT on accommodation and attractions, to place the UK in line with the rest of Europe and encourage additional spending. *The Nevin report*, commissioned by the Cut Tourism VAT Campaign, found a VAT reduction from 20 per cent to five per cent for tourism businesses would provide a £4bn boost to the UK economy. *Details:* <http://lei.sr?a=S2d4H>

Campbeltown confident over spaceport

Scottish community-owned airbase, Machrihanish Airbase in Campbeltown, is confident it is going to beat the other four shortlisted candidates to become the UK's first spaceport in 2018.

The site, which has a history with space flight, is the only bidder to exceed the UK government's minimum runway length of 3,000m, as well as being more than 1,000 acres in size and removed from densely populated areas.

Machrihanish was previously an emergency landing site for the shuttle in Europe and it is rumoured the site had been used in the past for testing top secret aircraft. Chair of the Machrihanish Airbase Community Company, Tom Millar, also emphasised that the area has other tourism attributes to entertain space tourists, with luxury hotels, world class golf courses, sandy beaches and distilleries. "A spaceport would provide a significant jobs boost and



Artist's impression of how a Machrihanish Airbase spaceport might look

would revitalise local businesses," says Millar. "It would also help drive tourism from all over the world – a boon for the whole of the UK."

The other shortlisted sites are Glasgow Prestwick and Stornoway – also in Scotland – Newquay in Cornwall and Llanbedr in Wales. Space tourists are anticipated to pay around £200,000 for a trip to see the stars. *Details:* <http://lei.sr?a=F6Y6X>



Krasnodar Stadium, Russia

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The facilities are enclosed by a timber lattice roof

Foster + Partners opens Crossrail Place complex

Foster + Partners' Crossrail Place development has opened at Canary Wharf in London. A curving timber lattice roof wraps around four levels of leisure and retail facilities and a rooftop public garden.

The opening comes three years before Canary Wharf Crossrail Station itself throws open its doors in 2018, serving the new Crossrail railway line.

Foster said the public garden is densely planted with trees and plants and is interspersed with seating and pavilions. It's accessible from ground level via two connecting bridges. The roof opens in the centre to draw in light and rain for natural irrigation, and opens along the sides and at either end to allow views of the water and surrounding streets.

Described as a "fusion of architecture and engineering", the lattice roof has only four curved timber beams in its whole structure, despite the smooth curve of the enclosure. *Details: <http://lei.sr?a=p6B4q>*

Populous and Jump Studios announce merger

Sport and entertainment architects, Populous, have announced a merger with Jump Studios, a London-based practice which specialises in high-concept interiors, installations and architectural design. The merger was unveiled at a press conference in London on the evening of 1 June.

Jump Studios were established in 2001 and specialise in retail, workspace, exhibition, brand experience, pop-up, restaurant and bar design. It has clients ranging from Nike and Levi Strauss to Red Bull, Bloomberg and Starwood Hotels. The practice was named Interior Architect of the Year by *Building Design* magazine in 2013.

Populous, with over 2,000 completed projects to its name, has a portfolio which includes 90 global events venues, such as Wembley, Yankee and the 2012 London Olympic stadium.

Details: <http://lei.sr?a=M3U6y>

Zaha Hadid unveils Oxford Uni centre

Architect Zaha Hadid has designed a new Middle East Centre for Oxford University. Hadid, who was born in Iraq, expressed hope that the new building would help the Middle East Centre to continue its work in helping to foster greater understanding of the region.

Hadid designed the building to connect existing protected properties and trees. It has stainless steel cladding to reflect natural light and also to give the building an ephemeral quality.

The £11m building provides a new 118-seat lecture theatre and doubles the size of the Middle East Centre's library and archive, adding 1,200sq m (12,916sq ft) of floor space.

The Investcorp Building, named after the investment firm which donated the project funds, was commissioned by St Antony's College and spans two Victorian buildings on Woodstock Road in the college grounds.

The Middle East Centre holds Oxford University's collection on the modern Middle East, a world-class collection of



The £11m building spans two Victorian buildings of St Antony's College

private papers and historic photographs used by scholars and researchers.

Hadid said: "The work of the Middle East Centre contributes to the global discourse and greater understanding of the region."

"The new Investcorp Building connects disparate buildings within the college, defining a series of generous spaces for the centre's renowned archive, library and seminar programmes; allowing the Middle East Centre to expand its commitment as a forum of research, understanding and open debate."

Details: <http://lei.sr?a=C9S6z>

Holloway reveals multi-level skate hub

Guy Holloway architects have revealed plans for a unique, multi-level skate park to draw international skaters and spectators to Folkestone.

The plans outline a 1,000sq m (10,700sq ft) three-storey skate park for the seaside town in the south east of England, the first multi-story facility of its kind. The sports park will also host a variety of popular urban sports including skate-

boarding, BMX-ing, rollerblading and scootering, with additional trial cycling facilities, a climbing wall and a boxing club.

It will serve as a national and international attraction, besides offering access to young people in the local skate and BMX scene.

The site is on an old bingo hall which lies near the planned wider regeneration of Folkestone. Nearby is the creative quarter, home to other architecturally significant projects, such as the recently completed performing



The multi-level skate park plan is thought to be the first of its kind

arts centre, 'Quarterhouse' and 'The Workshop'. Commissioned by Roger De Haan Charitable Trust, the scheme by Guy Holloway architects went out to consultation in May, part of a process leading to a formal planning application.

Chair of Folkestone Youth Project, Damian Collins, said: "The proposals outlined here would bring provision for young people in Folkestone to a new level, and establish amenities that would be the envy of any town in the south east." *Details: <http://lei.sr?a=c4V5N>*

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Lifetime course targets behaviour change

A new training course designed to equip exercise professionals with the behaviour change skills needed to get inactive people moving is being delivered to Everyone Active's exercise referral specialists.

Delivered by Lifetime Training, the *Lifestyle Activity Coaching* course was developed in consultation with the Academy for Health Coaching and led by physician Dr Tim Anstiss, who specialises in applying the science of positive psychology to health and care settings. The course addresses the increasing evidence that the success of physical activity interventions relies heavily on changing emotional and psychological attitudes towards exercise and active lifestyles.

Everyone Active has become the first leisure operator to invest in the new training course. Everyone Active Fitness Motivators – who look after exercise referrals – are currently undertaking the 12 week course, with plans to harness the skills across the business and potentially its fast-growing public health division Everyone Health.

"Research within physical activity promotion has identified that motivational interviewing is one of the strongest predictors of long term behaviours," said Everyone Active national exercise referral manager Tiffeny Gould. "With 50 exercise



Lifestyle services are becoming a key aspect of public health

referral schemes delivered across the company, an opportunity to improve the quality of delivery and impact on local communities couldn't be missed."

Key elements of the training include applying the four processes of motivational interviewing based on health coaching: (Engaging, Focusing, Evoking, and Planning).

A range of proven behaviour change techniques are taught, including motivational interviewing, decisional balance, scaling questions, empathic listening, shared decision making, goal-setting and relapse prevention.

Details: <http://lei.sr?a=k2q8E>

CYQ rebranded as YMCA Awards

CYQ has changed its name to YMCA Awards as of 1 June, ahead of plans to enhance its services to adapt to the changing landscape of careers in health and fitness.

The awarding organisation, which is part of health and fitness charity Central YMCA, is making the name change on the back of research suggesting incorporating the better known YMCA brand will bring greater recognition from learners and employers.

Rob May, director of YMCA Awards, says the rebranding marks a new chapter in the organisation's evolution.

"The active leisure sector and its vocational learning partners are going through enormous change, responding to economic pressures, the growing importance of digital technology in our daily lives and addressing rising levels of inactivity in society," said May. "The industry, government and public are reacting to this need for change and, similarly, YMCA Awards also has a major role to play in helping create a vision for a more active nation."

Amongst the new offerings from YMCA Awards will be enhanced e-learning services, allowing educators to reach more people with a



Rob May, director of YMCA Awards

completely digital learning service, supported by coaching and mentoring from their tutors. A pilot involving 10 colleges is due to complete at the end of June and YMCA Awards will use the findings to fine-tune its e-learning.

May added: "Advances such as these are crucial to providing the skills and qualified professionals we need to help our nation achieve its targets for greater fitness and activity." *Details: <http://lei.sr?a=b7t6D>*

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Katie Smith, Visitor Services Manager,
Heritage Services, the Roman Baths





Sales Manager



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(Ref: HR586, £14,274 per annum, 30 hours per week – shift pattern)

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(Ref: HR585, £13,260 per annum, 30 hours per week – shift pattern)

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Company: Everyone Active
Location: Various locations, UK

Recreation Assistant

Company: Anglia Ruskin University
Location: Based in Cambridge, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: Various locations, England

Recreation Assistant

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Duty Manager

Company: Parkwood Leisure
Location: Thetford, UK

Casual Fitness Instructor

Company: Parkwood Leisure
Location: Thetford, UK

Lifeguard Trainer Assessor

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

Female Personal Trainer

Company: énergie group
Location: Wembley, UK

Aqua Instructor

Company: Everyone Active
Location: Nuneaton, UK

Fitness Motivator

Company: Everyone Active
Location: Gloucestershire, UK

Youth Sports Development Officer

Company: Epic CIC
Location: London, UK

Fitness Instructor

Company: Parkwood Leisure
Location: Thetford, UK

Maintenance Manager

Company: Parkwood Leisure
Location: Thetford, UK

Maintenance Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Marketing Manager

Company: Parkwood Leisure
Location: Worcester, UK

Membership Sales Advisor

Company: Énergie Group
Location: Andover, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

1Life Jobs

Company: 1Life
Location: Various Locations, UK

Camp Leader

Company: Parkwood Leisure
Location: North Devon, UK

Club / General Manager

Company: énergie group
Location: Tunstall, Stoke on Trent, UK

Camp Assistants

Company: Parkwood Leisure
Location: North Devon, UK

Creche Manager

Company: Everyone Active
Location: Stratford Upon Avon, UK

Lifeguard

Company: Loughborough University
Location: Loughborough, UK

Community Facility Manager

Company: Link4Life
Location: Middleton Arena, UK

Duty Manager

Company: Link4Life
Location: Middleton, UK

Sports Centre Duty Manager p/t

Company: St Albans School
Location: St Albans, UK

General Manager

Company: The Gym Group
Location: Reading West, UK

Lifeguards

Company: GLL
Location: Various locations, UK

Contract Sales Manager

Company: Everyone Active
Location: St Albans, UK

Duty Manager

Company: Legacy Leisure
Location: Reading, UK

Level 2 Fitness Instructors

Company: énergie group
Location: Highbury, UK

Sports Centre Manager

Company: Roundwood Park School
Location: Hertfordshire, UK

Facility Manager

Company: Oldham Community Leisure
Location: Oldham, UK

Membership Consultant

Company: Everyone Active
Location: Staines, UK

Front of House Apprentices x2

Company: Everyone Active
Location: Fareham, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

Duty Manager

Company: Chesterton Sports Centre
Location: Cambridge, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Sales Manager

Company: Physical Company Ltd
Location: High Wycombe + travel, UK

Senior Leisure Duty Manager

Company: Sir Herbert Leon Academy
Location: Milton Keynes, UK

Fitness Instructor

Company: Parkwood Leisure
Location: Erith, UK

Aquazone Coordinator

Company: Parkwood Leisure
Location: Erith, UK

Regional Activity Scout

Company: Move GB
Location: North West & Midlands, UK

Food and Beverage Manager

Company: Everyone Active
Location: Sunderland, UK

Fitness Apprenticeship L3

Company: énergie group
Location: Bromley, UK

Part-time Fitness Instructor

Company: énergie group
Location: Leighton Buzzard, UK

Fitness Apprenticeship L2

Company: énergie group
Location: Bromley, UK

MoveGB Customer Motivator

Company: Move GB
Location: Bath, UK

Customer Services Manager

Company: Coventry Sports Foundation
Location: Coventry, UK

Health and Fitness Manager

Company: Coventry Sports Foundation
Location: Coventry, UK

Ice and Bowl Duty Manager

Company: Freedom Leisure Ltd
Location: Guildford, UK

Fitness Apprenticeship

Company: Énergie Group
Location: Harlow, Essex, UK

Fitness Instructor

Company: Énergie Group
Location: Harlow, Essex, UK

General Manager

Company: énergie group
Location: Warrington, UK

Duty Manager

Company: Sussex Sports
Location: Sussex, UK

Fitness Instructor

Company: Parkwood Leisure
Location: North Devon, UK

Summer Project Placement

Company: Parkwood Leisure
Location: Worcester, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Sales Manager

Company: Everyone Active
Location: Bedworth, UK

General Manager

Company: GLL
Location: Cumbria, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Bicester, Cherwell, UK

Catering Assistant

Company: Legacy Leisure
Location: Windsor, UK

Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Assistant General Manager

Company: The Gym Group
Location: North London, UK

General Manager

Company: The Gym Group
Location: London, UK

Sports Assistants x2

Company: Wandsworth Borough Council
Location: London, UK

Sports Centre Operative

Company: Leeds Beckett University
Location: Leeds, UK

Sports Assistant

Company: Everyone Active
Location: Easton, Bristol, UK

Sports Facilities Manager

Company: Nottingham Trent University
Location: Nottingham, UK

Swim Lesson Manager

Company: Everyone Active
Location: Warwickshire, UK

Senior Recreation Assistant

Company: GLL
Location: Thame, Oxfordshire, UK

Membership Sales Advisor

Company: Parkwood Leisure
Location: Solihull, UK

Fitness Manager

Company: Everyone Active
Location: Horfield, Bristol, UK

Deputy Chief Executive Officer

Company: Burnley FC in the Community
Location: Burnley, UK

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Change & Improvement Manager

Company: Falkland Islands Government
Location: Stanley, Falkland Islands

Casual Fitness Motivator

Company: Everyone Active
Location: Basildon, UK

Sales Advisor/Club Promoter

Company: énergie group
Location: Hemel Hempstead, UK

Performance Squad coach

Company: Everyone Active
Location: Basildon, UK

Leisure Attendant

Company: Everyone Active
Location: Epping, UK

Sports/Upper School Assistant

Company: The Hawthorns School
Location: Bletchingley, Surrey, UK

Deputy Manager

Company: NRG Gym Limited
Location: Watford, UK

Business Development Manager

Company: All Swim
Location: Cardiff, UK

Full-Time Fitness Instructor

Company: Legacy Leisure
Location: Newbury, UK

Dry Side Recreation Assistant

Company: GLL
Location: Iwer, Bucks, UK

Membership Sales Consultant

Company: énergie group
Location: Stevenage, UK

Swim School Co-ordinator

Company: Oxford Brookes University
Location: Oxford, UK

Membership Advisor

Company: Parkwood Leisure
Location: Bexleyheath, UK

Recreation Assistant x 2

Company: Parkwood Leisure
Location: Sidcup, UK

Duty Manager

Company: LED Leisure Management Ltd
Location: Exmouth, UK

Health & Fitness Team Leader

Company: LED Leisure Management Ltd
Location: Ottery St Mary, Devon, UK

Dance Brand Manager

Company: Parkwood Leisure
Location: Worcester, UK

Aquazone Co-ordinator

Company: Legacy Leisure
Location: Exeter, UK

Sport and Wellbeing Manager

Company: Redditch Borough Council
Location: Redditch, UK

Swimming Pool Manager

Company: Marlborough College
Location: Marlborough, Wiltshire, UK

Part Time Fitness Instructor

Company: Montsaye Academy
Location: Kettering, Northants, UK

Business Development Manager

Company: HaB International Ltd
Location: Nationwide, UK

Key Account Manager

Company: HaB International Ltd
Location: Nationwide, UK

Field Sales Executives

Company: BriefYourMarket
Location: Midlands with UK travel, UK

Personal Trainers Needed

Company: Lifetime
Location: Nationwide, UK

Assistant Manager

Company: énergie group
Location: Hatfield, UK

Management team

Company: Fusion Lifestyle
Location: Middlesex, England

Physical Activity Officer

Company: Merseyside Sports Partnership
Location: Liverpool

Customer Support Specialist

Company: Delta Computer Services
Location: Uckfield, East Sussex, UK

Operations Manager

Company: Sport Wales
Location: Cardiff, UK

Sales and Fitness Advisor

Company: Forest YMCA
Location: East London, UK

Senior Fitness Advisor

Company: Forest YMCA
Location: East London, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Bristol, UK

Freelance Tutors & Assessors

Company: YMCAfit
Location: London - All areas, UK

Membership Consultant

Company: Everyone Active
Location: Staines upon Thames, UK

Membership Manager

Company: Everyone Active
Location: Staines upon Thames, UK

General Manager

Company: énergie group
Location: Liscombe Park, UK

Sway Dance Teachers

Company: Parkwood Leisure
Location: Cardiff, UK

Duty Manager

Company: énergie group
Location: Preston, UK

Fitness Instructors required

Company: Priory Community School
Location: Weston-super-Mare, UK

Assistant General Manager

Company: The Gym Group
Location: Chelmsford, UK

Fitness Instructor - Part Time

Company: énergie group
Location: Harrow, UK

Marketing Executive

Company: The Gym Group
Location: Manchester, UK

Receptionist

Company: Parkwood Leisure
Location: Erith, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Bicester, UK

Segway Events Supervisor

Company: Big Bang Promotions
Location: Various locations, UK

Health & Safety Administrator

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

Assistant Gym Manager

Company: Pure Gym Limited
Location: Clydebank and Glasgow, UK

Membership Advisor

Company: énergie group
Location: Harrow, UK

Marketing Officer

Company: Bury Council
Location: Bury, UK

Lead LiveWire Advisor

Company: LiveWire Warrington
Location: Warrington, UK

Fitness Instructor - Part Time

Company: énergie group
Location: Plympton, UK

Club Promoter - Part Time

Company: énergie group
Location: Plympton, UK

Facilities Assistant

Company: GLL
Location: Westlea, Swindon, UK

General Manager

Company: Fusion Lifestyle
Location: London, England

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Various locations, UK

General Manager

Company: Xercise 4 Less
Location: North Shields/ St Helens

Impact Sales Consultant

Company: Xercise 4 Less
Location: Various locations, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: The Gym Group
Location: West Hampstead / Reading West

Swimming Teacher

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

Freelance Personal Trainer

Company: Club Training
Location: London

Beauty Therapists

Company: Center Parcs Ltd
Location: Various locations, UK

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Location: Greece and Turkey

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Location: Edinburgh, UK

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Location: Nottinghamshire, UK

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PL clubs' revenue soars to £3.3bn

Premier League clubs generated record revenue of £3.26bn in 2013/14 – up 29 per cent on the previous season – as the first year of the £3bn (2013-16) broadcast rights deal turbocharged finances.

Better budgeting was also evident as clubs reduced net debt by 6 per cent and pared down the wages to revenue ratio to 58 per cent – the lowest it has been since the 1998/99 season.

Unsurprisingly, the record revenues and greater frugality meant Premier League clubs combined enjoyed a



Man Utd generated a record operating profit of £117m in 2013/2014

record operating profit of £614m – with 19 clubs in the black. As a result, the Premier League surpassed the Bundesliga to become Europe's most profitable league. The findings come from the *24th Annual Review of Football Finance* produced by the Sports Business Group at Deloitte and published on 4 June.

The report shows that the top 92 professional football clubs in England contributed around £1.4bn in taxes in 2013/14, with TV rights money producing a major proportion of the wealth.

"The impact of the Premier League's broadcast deal is clear to see," said Dan Jones, partner in the Sports Business Group at Deloitte. "Broadcast income increased by £569m in 2013/14, accounting for 78 per cent of the overall growth in revenue in the Premier League. Continued growth in both commercial and matchday revenue helped Premier League clubs' combined revenues reach £3.26 billion – a staggering increase of £735m compared with the season before." Details: <http://lei.sr?a=X7f9j>

Virgin lands TV star Levison Wood

Virgin Active has unveiled British explorer and star of Channel 4's *Walking the Nile*, Levison Wood, as the first member of its new Discovery Lab – tasked with inspiring gymgoers to bring adventure into their everyday lives.

Discovery Lab has been described by Virgin as a creative hub made up of health and fitness experts that will drive development of products and classes. As part of the project, Wood's physical and mental preparation for his expeditions will be brought to life through the creation of innovative new programming for Virgin Active clubs.

Wood will work closely with Virgin Active's innovation and fitness team, harnessing his unique experience and thinking to develop fresh fitness ideas. He will also help create the chain's first ever Altitude Studio



Action man Levison Wood hopes to bring fresh ideas to fitness

– due to open this summer – a dedicated space for people to prepare for performance at altitude or simply to get fitter.

"Exploration is at the heart of the human psyche, especially in us Britons who have a long history of discovery – it's in our blood," said Wood. Details: <http://lei.sr?a=f9Z5s>

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