

leisure opportunities

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CIMSPA and SkillsActive plan skills development future

Physical activity sector skills bodies will meet in the coming weeks to discuss the future of industry learning and development, amid growing calls for these responsibilities to sit under a single organisation.

The recent ukactive-led Active Training Conference in Reading saw SkillsActive and CIMSPA – the sector's key training and workforce development organisations – answer calls from employers for a unified outlook on skills.

As a result, the organisations' heads will meet in the coming weeks to discuss these demands under three guiding principles: custodianship of standards and the framework for skills to sit within one body; a continuum of training provision across Further Education and Higher Education; and a minimum standard for assessment and delivery protocol across all qualifications within the sector.

There has recently been growing support for reform of learning and development in the



CIMSPA chief Tara Dillon speaks at the recent Active Training Conference

physical activity sector. A coalition of leading leisure employers are now developing apprenticeship standards under the ongoing Trailblazer project and many have called for a greater emphasis on employer-led learning and development for the sector as a whole.

A number of active leisure employers feel the current learning and development structure – whereby skills development sits under more than one body – is diluting training standards and making it difficult for young people to follow clear career pathways in the sector.

SkillsActive is licensed as the Sector Skills Council for Active Leisure, but this status has recently been called into question by those advocating change. In January, 16 of the Trailblazer employers signed a letter sent to Sport England – of which SkillsActive is a national partner – and three other relevant bodies, calling for sector skills and development to be brought solely under the umbrella of CIMSPA.

Leisure Opportunities understands the letter was discussed informally between Sport England and SkillsActive. A spokesperson for Sport England confirmed it is currently looking into the matter. *Continued on page 18*

Trump's Aberdeen golf development back in play

Donald Trump is progressing with long-delayed plans to expand his hotel and leisure development at Menie Estate, Aberdeenshire, which currently hosts the five-star Trump International Golf Links.

Trump has submitted new planning applications which cite Architecture and Design Scotland (A+DS) as the project's designers. The new plans include the construction of hundreds of houses and nearly 2,000 holiday homes and lodges, in a major step towards completing the project that was first unveiled nearly 10 years ago. Details: <http://lei.sr?a=X2S5a>

Alton Towers aiming for short break crown

Merlin Entertainments wants Alton Towers to become the UK's leading short break destination, with the debut of its new Enchanted Village accommodation something officials see as a big step towards its long-term goal.

Made up of 120 fairytale lodges and five luxury tree houses, the Enchanted Village offers an alternate style of accommodation to Alton Towers' existing two hotels.

"The long-term strategy of Alton Towers is to become the UK's number one short-break destination," said Katherine Duckworth, head of marketing at Alton Towers speaking to *Leisure Opportunities*. "At the moment we've got two hotels and by building lodges it causes



Alton Towers' new Enchanted Village accommodation

consumers to think about you in a different way. In line with that we're installing new things to do such as our high ropes course to give people other reasons to visit than just the theme park." Details: <http://lei.sr?a=E8V2D>

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Premier League to share TV spoils

Following criticisms that the new £5.14bn TV deal recently secured for rights to air the Premier League wasn't benefitting most of English football, football's most popular league has promised that £1bn will be redistributed down the English pyramid all the way to grassroots level.

Speaking after a March meeting of the top flight's 20 clubs, Premier League chief executive Richard Scudamore said that each club would distribute £50m each over the course of the next three seasons.

"This is unprecedented in world sport. You can't find me another sport that is committed to this level of sharing," said Scudamore. "It's sharing in the success of English football and this, in my view, is the right thing to do."

The £1bn sum – which could increase depending on international TV deals – represents at least a 40 per cent increase over the existing agreement. That deal includes parachute payments for relegated clubs and solidarity payments to the Football League and Conference. Notably, the new deal includes



The English Premier League recently secured its largest ever TV deal

significant investment in grassroots football, facilities and further fan engagement, with more money going to clubs which subsidise tickets and travel for away supporters.

At the meeting, fan groups protesting outside were demanding a fivefold increase in the away fans' fund, which subsidises away travel, to £1m per club per year. Whether the new deal will be enough to satisfy those groups remains to be seen, but Scudamore said ticketing will largely remain a matter for the clubs to decide.

Details: <http://lei.sr?a=X7x9T>

UK Sport review looks beyond Rio 2016

The UK Sport board is undertaking a review of its performance investment policy to set future direction for high performance sport beyond the Rio 2016 Olympic and Paralympic Games.

Following an extensive stakeholder and public consultation, the UK Sport Board was asked to consider the findings of study, conducted by research consultancy ComRes, to determine the best way to build on the success of the UK high performance system to date.

The consultation revealed that 86 per cent of sports and partners, and 70 per cent of public respondents endorsed UK Sport to continue to focus on Olympic and Paralympic medal success as a key goal. Following the report, UK Sport has said it will explore wider impact factors (beyond medals) including participation levels in its measures of success if required to make investment decisions around sports of equal medal potential.



Mo Farah's Olympic medal haul is one of UK Sport's major success stories

The body also hopes to collaborate further across all of the home nation sports councils to better align the high performance system and develop a common investment policy at performance foundation level and to continue to invest in an eight year pathway, with room for a longer period of investment should finances allow. Since UK Sport formed in 1997, Team GB has risen from 36th to 3rd in the Olympic medal table. Details: <http://lei.sr?a=M6k6t>

£12m windfall for grassroots sport

Sport England has given a boost to grassroots sport with £12m being awarded to specialist organisations which help to get people more active.

The funding will be made available over the next two years to seven organisations which are Sport England's National Partners and focus on equality, diversity, coaching, talent, workforce development and safeguarding children.

Sports Coach UK will benefit from £5m, while The English Federation of Disability Sport (EFDS) will receive £2.3m. Other organisations to get a share of the bounty are the Child Protection in Sport Unit (CPSU), SkillsActive UK, Sporting Equals, SportsAid and Women In Sport.

Sport England's chair, Nick Bitel, said: "We are confident these investments can add real value to sport. Investing in our National Partners enables sports' national governing bodies and other partners to receive



Sport England chair Nick Bitel announced the £12m funding

bespoke support to help them offer more opportunities and meet their targets to get more people playing sport more often."

EFDS says for the next two years, the extra funding boost will allow them to continue to focus on insight, engagement and inclusive marketing communications, to get more people with disabilities into exercise.

Details: <http://lei.sr?a=C2P6v>

Britain's canoe elite get new world-class facility

Britain's best canoe sprint athletes now have world-class facilities to train in after Sports Minister Helen Grant opened a new elite centre for British Canoeing at Dorney Lake near Windsor in Berkshire.

The £679,000 Tim Brabants Elite Training Centre, was funded by Sport England, which has worked closely with elite sport experts from UK Sport and British Canoeing to give the athletes a world class, purpose-built training venue. The new centre features male and female changing and showers, disability changing and showers, a warm-up area, athlete rest and recovery area, plus a medical treatment room. Details: <http://lei.sr?a=V6E7B>



Maggie Alphonsi is seen as a sporting role model

Rugby star Alphonsi joins Women's Sport Trust

Women's rugby star, Maggie Alphonsi, has become a patron of the Women's Sport Trust to help in the charity's quest to bring parity to women's sport in the UK.

Alphonsi, who has three times been a Rugby World Cup finalist and won the competition in 2014, said she is honoured and excited to take on the role.

"I do passionately believe that everybody should have the opportunity, if they want it, to take on their own sporting challenges, have their own amazing experiences and learn the lessons that sport is so good at teaching us," she said.

"Sport has given me so much and taught me so much that I am really passionate about helping to make sure that as many other people as possible get the opportunity to pursue their dreams."

Alphonsi, who retired from rugby last year, is now turning her attention to the shotput for the Olympic Games in Rio. She will be using her experience as an elite sportswoman to help the charity raise the visibility of women's sport.

Details: <http://lei.sr?a=7R6r9>

England weary of 2026 bid under Blatter

Football Association (FA) chair Greg Dyke has said England is considering a 2026 World Cup bid, but on the basis of certain conditions.

England – which unsuccessfully bid for the 2018 World Cup, gaining only two of 22 votes – would only bid again on the main proviso that Fifa president Sepp Blatter is no longer in power come the time of the next bidding process.

Dyke said that the appointment of former Manchester United Football Club chief executive David Gill to Fifa's executive committee could prove favourable towards England, but struck a cautious tone.

He said: "The policy is straightforward – we don't bid while Mr Blatter's there."

The bidding for both the 2018 and 2022 World Cups were mired in controversy, with allegations over corruption resulting in the resignation of Fifa executive Jack Warner and an investigation into corruption over the bidding process. The findings announced by FIFA cleared Qatar of World Cup corruption charges, while



Fifa president Sepp Blatter is currently seeking a fifth term in office

England was said to have 'violated bidding rules'.

Blatter is seeking a fifth term in office. If re-elected in May, he would oversee the 2026 bidding process, which will take place in 2017.

"To make a bid you've got to get whoever is the government onside, and we don't know who that is yet because they have to underwrite it," added Dyke. "Also, there's a lot of money involved, so if you haven't got a chance, don't do it."

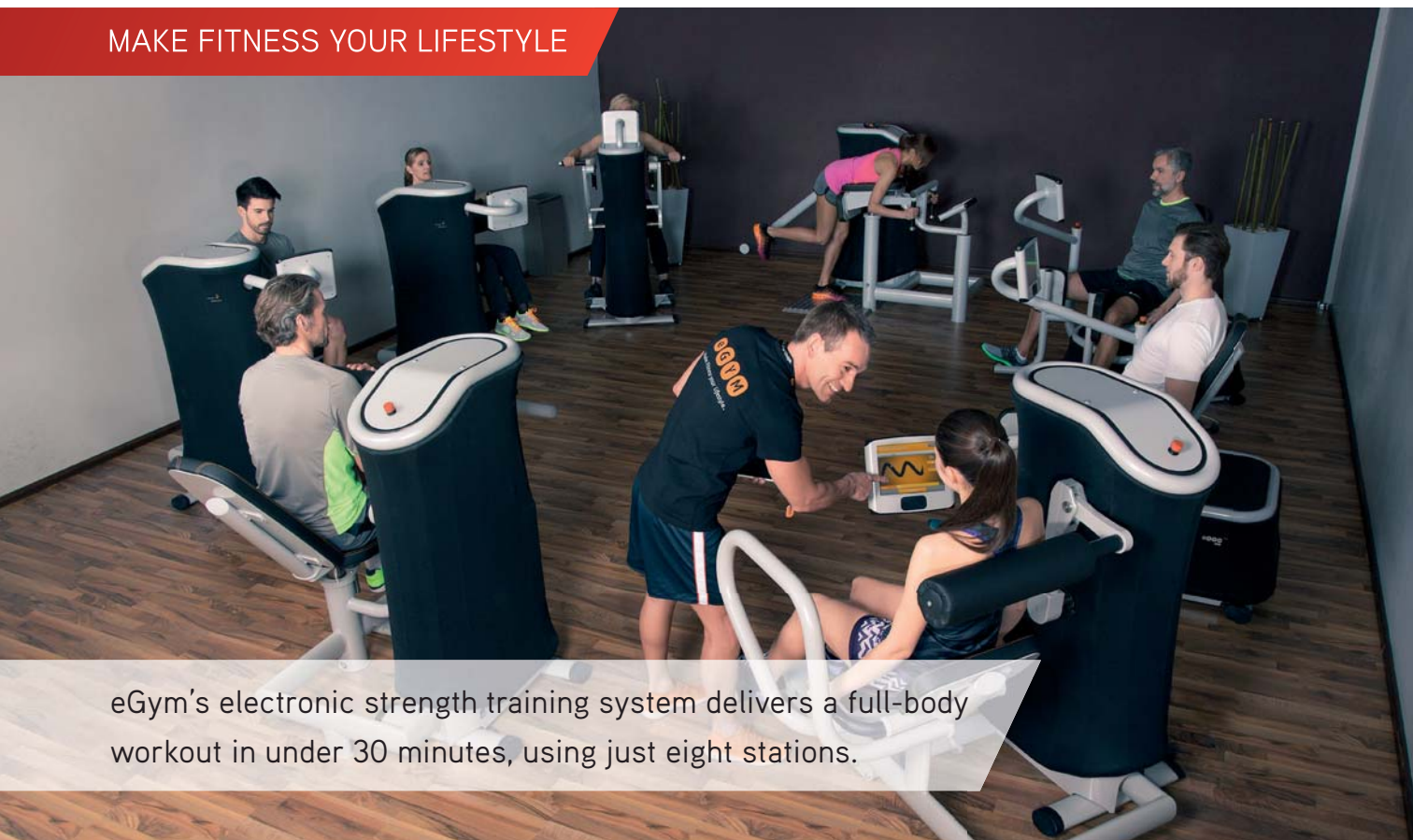
Details: <http://lei.sr?a=h8m4c>

INTRODUCING

eGYM

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eGym's electronic strength training system delivers a full-body workout in under 30 minutes, using just eight stations.

eGym's functionality and full automation is truly unique; there is nothing else as innovative and efficient in the strength-training market that's as suitable for the masses.

The eGym software includes two training methods; 'regular' and 'negative', which are alternated periodically.

REGULAR/NEGATIVE TRAINING

- ▶ The 'regular' training method utilises a constant weight during the eccentric and concentric phases – akin to traditional training with free weights; which is particularly effective in building endurance.
- ▶ 'Negative' training increases weight during the negative movement phase (eccentric); helping to prevent muscle injuries, increase muscle strength, and improve coordination.

IMPORTANCE OF PERIODISATION

- ▶ Muscle cannot adapt to a single type of load, and instead needs to constantly adjust to a new training stimulus.
- ▶ Periodisation adds much more variety to fitness sessions and makes them more fun for members.
- ▶ Training progress stays at a high level, helping to avoid training plateaus.

No longer satisfied with their fitness memberships simply offering a conduit for improved health, today's commercially-savvy club members want a greater return on their fitness investment too; expecting faster results, the ability to analyse their outputs, and fun while they do it. Inevitably, club owners operating in increasingly saturated markets, with little scope for differentiation, are obliged to respond.

One solution currently taking Germany by storm is 'eGym' – a range of 18, fully electronic strength-training stations covering

all the main muscle groups. The individual stations can be linked together, and integrated with the eGym Cloud to record and actually *prescribe* a structured, periodised, exercise programme.

By combining eight stations, users can achieve a full-body workout in under 30 minutes.

The possibility for ticking the 'faster-results' box is obvious, but time-saving is just one attribute of this innovative system. Ranking among the best high-technology products on the fitness market, eGym offers a host of benefits for the club, trainer, and member.

A NEW DIMENSION IN 'PERSONAL' TRAINING



Personal training is no longer reserved for those with high disposable incomes, as the eGym system offers every user a tailored workout, with guidance every step of the way.

Maximum strength measurements are carried out regularly, and the results used to automatically recalculate and adjust the optimal training weights for each station and training method. Removing the guesswork helps members to avoid, as much as possible, over-exertion of the joints, or ineffective training with weights that are too light.

The fully automated equipment can be used to great effect; regardless of fitness level or training experience, and while the stations can be linked, individual or lower volumes will also generate results.

On-screen training guides users through the correct sequence of joint-friendly movements at the optimal repetition speed.

FOUNDATION FOR EFFECTIVE TRAINING

The eGym system has been developed according to the latest sports science research, and incorporates a host of features to please the member and studio owner.

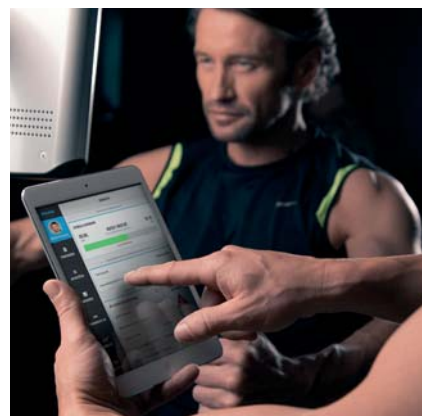
- ▶ RFID technology enables eGym stations to 'recognise' an individual on log-in and apply pre-programmed settings; preventing incorrect seating positions and saving time.

Faster throughput helps to reduce utilisation peaks; allowing for more efficient deployment of staff members, and ensuring a smooth flow during training sessions – dramatically improving efficiency over conventional equipment and training methods.

- ▶ In addition, automatic equipment settings and personalised training instructions, mean just one trainer is required to support a complete eGym system.
- ▶ Multiple adjustment points allow ergonomic and orthopaedically correct training.
- ▶ The low maintenance, modular design keeps servicing costs to a minimum.
- ▶ RFID transmission technology also ensures compatibility with a wide range of media: chip card, check-in card, wristband etc., making eGym suitable for use with existing fitness studio systems. Training data is transmitted to the eGym Cloud over a WLAN connection, with no need for a central server in the fitness studio.

New features can be added at no extra cost to the operator, based on customer behaviour data. Members can also share their data via Facebook, enabling real-time comparisons with friends in the virtual eGym fitness team.

A SPORTS PROGRAMME FOR THE DIGITAL GENERATION



The eGym Trainer app opens up a whole new dimension of mobile access to member information and training functionalisation. Thanks to seamless data synchronisation, trainers can track activity and progress inside and outside the gym, enabling them to determine individual training recommendations for members, and create training plans on the move.

Once registered with eGym, club members can view, post, receive, and analyse information via any iOS or Android Smart device too using the eGym Cloud and app technology; even creating their own training plan based on a comprehensive exercise database. Personal apps and accessories can also be connected to the eGym Cloud, to ensure that data is as up-to-date and complete as possible. The training data from both eGym and partner equipment is still automatically captured and analysed to enable meaningful recommendations.

ADDING VALUE TO REDUCE COSTS

Although aimed primarily at the premium health market, clubs can attract a range of consumer demographics by offering this added-value solution, with the potential for cost-savings through reduced membership churn rates, and additional revenue streams, regardless of facility type.

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Serco Leisure scores Birmingham contract win

Serco Leisure has won a 15-year contract with Birmingham City Council to manage nine leisure centres across the city, including the design, build and operation of four new swimming pools.

According to Birmingham City Council's assistant director for sport and events, Steve Hollingworth, Serco Leisure "submitted quality and cost effective tenders" which will help to promote activity across the Second City despite the council's "considerable budgetary restraints."

The leisure centres were previously operated in-house, but will now join Serco's extensive portfolio of UK leisure facilities.

Details: <http://lei.sr?a=x4j3E>



The campaign aims to get office workers moving

Campaign aims to tackle office inactivity epidemic

Almost 80 per cent of UK office workers feel they spend too much time sitting down, with more than half regularly eating their lunch while sitting at their desk.

These are some of the key findings which have sparked a new campaign – *On Your Feet Britain* – which aims to boost activity by getting workers off their backsides.

Sedentary behaviour is frequently dubbed "the new smoking" and the latest activity campaign aims to turn the tide on office workers' growing laziness.

Research has shown that every hour spent sitting in front of the TV cancels out 30 minutes of exercise, with sedentary behaviour also linked to heart disease, type 2 diabetes, cancers and poor mental health. Around 45 per cent of women and 37 per cent of men spend less than 30 minutes a day up on their feet at work, according to statistics from the campaign.

The campaign is promoting ideas such as standing meetings and standing desks, so that workers do not negate the hard work that they've done in the gym.

Details: <http://lei.sr?a=z3h6J>

Pure Gym powers profits to £10m

Pure Gym recently posted a strong set of financial results, revealing that group profits for 2014 increased by 365 per cent to hit £10m.

The financial results for the 12 months to 31 December 2014 were powered by the opening of 24 new gyms, as the low-cost chain shook off the disappointment of its failed merger with The Gym Group to lift revenue to £68.6m – an increase of 49 per cent.

Meanwhile, member growth of 46 per cent outstripped the 40 per cent increase in venues, helping Pure Gym reach 420,000 members.

"In 2014 we delivered impressive financial performance whilst managing significant expansion," said Pure Gym executive chair Peter Roberts. "In just five years Pure Gym has established itself as the leading gym operator in the UK and made gym membership a reality for hundreds of thousands of people. We have further exciting expansion plans for 2015 and look forward to another year of growth." The figures are a strong indicator that the march of the UK's



Pure Gym CEO Humphrey Cobbold is driving the chain's expansion

low cost gym sector looks likely to continue, despite increased competition from existing players and new entrants such as Sports Direct.

The new Pure Gym CEO Humphrey Cobbold recently told *Leisure Opportunities* that the chain aims to expand to reach around 125 sites by the end of 2015 – a target that would see it outstrip Virgin Active as the UK's largest gym chain in terms of venues. The group has laid the foundations already by boosting its back office capacity. Details: <http://lei.sr?a=v3c8U>

NorthEdge backs Total Fitness takeover

Privately equity firm NorthEdge Capital has backed a buyout of Total Fitness Health Clubs Limited – led by the gym chain's management team – to the tune of £11.5m.

The overall value of the deal has not been disclosed, but it sees new majority stakeholder NorthEdge and Total Fitness management acquire the business from previous owners Barclays Bank, Co-op bank and RooGreen Ventures. Alongside a partial realisation of its equity, RooGreen has reinvested in the business as part of the buyout, with its partner Warwick Ley remaining on the Total Fitness Board as non-executive chair.

Headquartered in Wilmslow, Cheshire, Total Fitness operates 17 fitness and leisure clubs across the north of England, with more than 87,000 members and approximately 550 employees. The deal brings to a conclusion a successful turnaround of the business which has seen RooGreen partners Brian Davidson and Ley work with Total Fitness CEO Richard Millman and the management team over the last two years to deliver a significant growth in the membership base, which has increased by 14 per cent since December 2012, and taken the business back into profit.



NorthEdge partner Ray Stenton led the buyout

"We are really excited as a management team to be working with NorthEdge as a new partner in the continuing success story that is Total Fitness Health Clubs," said Millman.

The buyout will see the existing management team, led by Millman, receive significant new investment for plans to foster growth and achieve their vision of being the "dominant health club chain in the north of England."

Details: <http://lei.sr?a=T7x3T>

Three 'in running' for LA buyout

Pure Gym is the reported frontrunner in a three-horse race to buy LA fitness for £80m, with Fitness First and Sports Direct Fitness also believed to be in contention.

Pure Gym, which recently announced bumper profits for 2014 (see page 6), is in "advanced" talks to acquire LA fitness, according to *The Sunday Times*. The paper cited City sources as saying any deal between the parties would be decided by the end of April.

When contacted by *Leisure Opportunities*, both Pure Gym and Sports Direct Fitness declined to comment, while Fitness First did not immediately respond to phone calls.

LA fitness last year appointed Canaccord Genuity to find new backers for the business – which comprises 44 sites nationwide. The chain has scaled down in recent years, shedding 33 clubs as part of its CVA (Company Voluntary Arrangement) – with Pure Gym and Sport Direct Fitness having snapped up a large share of these. Despite the smaller portfolio, LA fitness possesses an enviable property footprint in London, where it has reported success with its new 'premiumised' LAX brand of clubs.

LA fitness CEO Martin Long said recently the company's main shareholders are the banks that saw the chain through its CVA. He added: "They've been fantastic supporters, but they



LA fitness CEO Martin Long is reportedly in talks

aren't the long-term holders of the business."

Of the potential LA fitness suitors, Fitness First would be the most obvious bedfellow given that both chains see themselves as upper mid-market propositions. That said, Pure Gym has made no secret of its desire for a greater London presence, although how it would bridge potential pricing gaps remains to be seen.

One industry observer said it was possible the LA fitness clubs could be split between two or more suitors, given the desirability of the London sites and the strong presences of Pure Gym and Sports Direct Fitness in the north of England – where LA fitness retains a number of health clubs.

Details: <http://lei.sr?a=Y4N4c>

Changing of guard as BMF founder takes MD post

The original founder of British Military Fitness (BMF), Harry Sowerby, has reassumed the top rank having been appointed as the company's new managing director.

Sowerby recently returned to the company as chair, 11 years after he left to serve as a section commander in Iraq and Afghanistan. He replaces previous MD Rob Love, who is going to remain with the company working in a reduced capacity as he tends to family commitments.

Sowerby takes on the role 16 years after BMF's inception, at a time when the company is training up to 13,000 weekly participants in over 140 parks around the UK.

Details: <http://lei.sr?a=Z4a4Y>



Fast-growing chains like Pure Gym are thriving

Sports Direct eyes £5m Dundee complex

Sports Direct is bidding to scale up its dual-use gym and retail concept – part of plans to create a 200-strong UK gym empire – with proposals for a £5m development in Dundee.

Sports Direct – which was founded by Newcastle United owner Mike Ashley in 1982 – hopes to capitalise on the synergy between its retail and gym divisions by offering the two prospects side-by-side under one roof. Drawing an already captive audience, the model is designed to drive sales of activewear and footfall in the gym.

The standalone retail and fitness concept sees the Sports Direct Fitness gym offering a CV section, large free weights area, a functional training space and two group exercise studios, with memberships starting from as little as £5 per month. The application to transform a derelict former nightclub space in Dundee's Stack Leisure Park outlines plans for a ground floor retail store beneath a 30,000sq ft (2,787sq m) gym spread over two floors.



A CGI of Sports Direct's retail and gym complex concept

The plans were submitted to Dundee City Council, which will now review the proposal, by commercial property agency GVA on behalf of Sports Direct and site owner TJ Morris Limited. A statement supporting the application added: "The proposals represent an exciting opportunity to not only enhance the quality of shopping provision within Lochee but also deliver the first Sports Direct retail and gym outlet in Scotland."

Details: <http://lei.sr?a=e4c9v>

Budget clubs drive EU gym membership increases

European health club operators enjoyed strong penetration growth in 2014, with low cost clubs continuing to lead the way, according to the new *European Health & Fitness Market Report* published by EuropeActive and Deloitte.

The annual research report found there were 50.1 million members in European health and fitness clubs at the end of 2014 – an increase of 9 per cent compared to the previous year. Despite this, overall revenue grew by only 4 per cent to around €26.8bn (£19.6bn) in 2014, suggesting that memberships priced below the market average proved the most popular.

The march of the budget gyms is a familiar theme for the European market, with low cost chains having enjoyed substantial growth in recent years. In the UK, for example, Pure Gym, Xercise4Less and The Gym Group were all recently named among the country's 50 fastest growing businesses. Deloitte partner Karsten Hollasch said the budget club dominance shows the market has matured to offer greater choice.

Details: <http://lei.sr?a=m8Z5P>

Royal Mint attraction in Wales gets the go ahead

The Royal Mint is one step closer in its plans for opening a visitor centre alongside its factory in Wales, after recently being granted final planning approval.

Construction of the visitor centre at The Royal Mint's home, in Llantrisant, is now underway, with completion slated for Q2 2016. The 1,000-year-old Royal Mint is Britain's oldest manufacturing organisation and produces 90 million coins each week, for 60 countries. The visitor experience will use both static and interactive experiences to allow people to get behind the scenes, find out about the manufacturing journey and poignant stories about the medal making process.

Details: <http://lei.sr?a=t9e2C>



Finaldi has an extensive background in the art world

London's National Gallery appoints new director

The National Gallery of London has announced Dr Gabriele Finaldi as its new director, following the retirement of current director, Dr Nicholas Penny.

Finaldi arrives with a strong educational background in the art world, having studied art history at Dulwich College and then at the Courtauld Institute of Art. Finaldi returns to the National Gallery for the second time, having previously operated as curator of Italian and Spanish paintings between 1992 and 2002.

He takes up his new role in August, having previously operated as deputy director for Collections and Research at the Museo Nacional del Prado in Madrid, a role he has held since 2002. During his time at the Prado, Finaldi has overseen an extension in 2007 and the launch of the Prado Research Centre in 2008, as well as a complete rehang of the museum's art collection.

"I feel deeply honoured to take on the directorship of the National Gallery after Nicholas Penny," said Dr Finaldi. "This is a world-class collection in a world-class city."

Details: <http://lei.sr?a=P5t4u>

BFI to advise London Paramount

London Resort Company Holdings (LRCH) – the company behind the £2bn Paramount London theme park and resort development – has officially enlisted the British Film Institute (BFI) to provide strategic cultural counsel for the project.

The BFI – a charitable organisation established by the Royal Charter in 1933 – cares for and develops collections reflecting the moving image history and heritage of the UK. In addition, the organisation aims to encourage the development of the arts of film, television and the moving image throughout Britain and looks to promote access to the widest possible range of British and world cinema. The BFI also maintains the world's largest film archive, with more than 775,000 titles on record.

As part of the agreement, the BFI will act as a "cultural adviser" to the project, providing strategic input on how British IPs and talents can be best incorporated in to the planned entertainment resort. LRCH already has an



The BFI will advise on incorporating British classics such as *The Italian Job*

agreement in place with Paramount to gain access to its bank of more than 3,000 films, including iconic franchises such as *Mission Impossible*, *Star Trek* and *The Italian Job*, which have all already been confirmed for the park.

"Our vision for the London Paramount Entertainment Resort is to create a world-class entertainment destination that combines the glamour of Hollywood with the best of British culture," said London Paramount director, David Testa.

Details: <http://lei.sr?a=n3B5s>

Zoos, aquariums aid conservation: study

Zoos and aquariums worldwide play a crucial role in helping members of the public understand biodiversity and how they can protect animals in their natural habitats, according to new research.

Published in the journal *Conservation Biology*, the study carried out by the University of Warwick – in conjunction with the World Association of Zoos and Aquariums (WAZA) and Chester Zoo – involved 5,661 respondents at 26 zoos and aquariums in 19 countries.

The study found there was an increase in respondents demonstrating positive evidence of biodiversity understanding from pre-visit (69.8 per cent) to post-visit (75.1 per cent).

Researchers also recorded an increase in the number of respondents who could identify something that they could do in order to help protect biodiversity from pre-visit (50.5 per cent) to post-visit (58.8 per cent).



The study suggests biodiversity efforts are having a wide-reaching effect

"Zoos and aquariums are in a unique position to raise understanding of biodiversity conservation. The majority have an institutional and, in some cases, legal commitment to public education," said Dr Eric Jensen, from Warwick's Department of Sociology. "There is strong evidence that many leave these attractions not just with greater awareness but also better understanding of conservation."

Details: <http://lei.sr?a=g2V6b>

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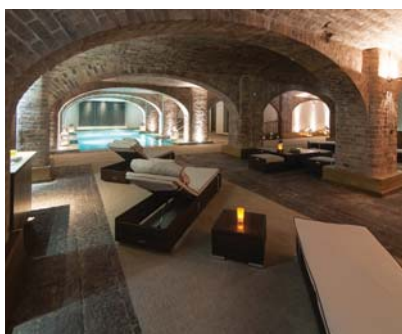
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Redevelopment of listed Cornish spa hotel underway

Work has begun on the multi-million pound transformation of Old County Hall in the Cornish town of Truro, into a four-star hotel and spa.

The outside of the grade II-listed building has recently been power-washed to remove carbon staining that had built up over the years from the railway opposite the property. The redevelopment of the site is expected to cost between £8m and £10m. Major construction will begin in November, with an opening date set for April 2017.

Entrepreneur Nigel Carpenter owns the property, which he bought from Cornwall Council in 2012 for an undisclosed fee. Details: <http://lei.sr?a=m2s8K>



The spa includes a Roman bath-style pool

Titanic Hotel officially opens underground spa

The Titanic Hotel in Liverpool recently unveiled its new five-treatment room spa to a host of celebrities including former *Coronation Street* star Lucy-Jo Palmer, *Casualty* actress Sarah Jayne Dunn and *X Factor* finalist Carolynne Poole.

The 153-bedroom hotel, a conversion of the North Warehouse at Stanley Dock, opened in July 2014 featuring a restaurant, bar – with 60 different varieties of rum – and events space. The spa, which was expected to open later that year, has finally been revealed. The five treatment rooms are encased in exposed brickwork arches and there is a Roman bath-style pool and an aqua thermal zone. There is also a gym with Technogym equipment. The standalone skincare range at the facility is by Irish seaweed specialist Voya.

Catherine Orr, spa manager, said: “The spa layout utilises the architectural history steeped in the former dockland warehouse to best effect and along with our treatments it really does offer customers something out of the ordinary.” Details: <http://lei.sr?a=D9U5k>

Spa goes Greek for skills swap

Starwood’s Greek Anazoe Spa at the Costa Navarino resort in Messinia has partnered with The Chelsea Day Spa Boutique in London so that both facilities can cross-promote each other’s services abroad.

Staff from the Anazoe Spa offered its ancient Greek healing experiences to guests of the London day spa last month. The Costa Navarino facility will now host the Chelsea spa’s staff and its founder Faye Fasan during a week in September – part of what is expected to be a continued exchange.

Speaking exclusively to *Leisure Opportunities*, Dora Koromila – spa director of the Anazoe Spa – said the partnership is a way for the Anazoe spa to promote its services to the UK market. “We wanted to partner with a facility with a brand that attracts the right kind of customer,” said Koromila. “Both spas cater to an affluent spa audience and hence the idea is to share each other’s expertise, treatments and special cross-promotional offers for the respective guests. As an example, we are offering The Chelsea Day Spa Boutique customers exclusive offers to enjoy dedicated spa breaks at Costa Navarino in Greece.”



Dora Koromila – spa director of the Anazoe Spa

“In addition to learning new skills and new therapies, the exchange of services will enrich both therapists’ knowledge of treatments, how different spas operate and how the UK spa market is developing,” continued Koromila. “Aside from the different techniques and operational procedures, our Greek therapists will learn the cultural nuances of guest-handling at a luxury British day spa.” Details: <http://lei.sr?a=r4k5K>

MacCormick launches boutique chain

Former director of global spa development at Elemental Herbology, Kirsty MacCormick, is to launch a chain of sites dedicated to manicures and pedicures under new beauty service brand, The Nail Yard. The first site is centrally-located in Edinburgh.

Founder and CEO MacCormick formed the new brand with her cousin Sandra Macleod, who is a partner and MD of the venture. The pair’s extensive market research revealed an opportunity for a professional brand that provides value for money while also being good for the environment. The duo have created an open plan nail boutique in Morningside in Edinburgh, which will open on 7 April. The ground floor will house six manicure stations, six pedicure stations and a retail area of 20sq m (215sq ft). The mezzanine level will host a ‘Boyzone’ – a private space for men – plus four more manicure stations, four pedicure stations and a retail support space.

Having spent more than 26 years in the international spa, wellness and beauty industry – holding positions from therapist to spa



The brand prides itself on its ‘obsession with cleanliness’

director, regional director and finally corporate director of a large hotel group – MacCormick says she possesses the experience and expertise to develop this new nail venture further afield.

“The expansion plan is to open a number of Nail Yards within key cities in Scotland,” MacCormick told *Leisure Opportunities*. “There is also an opportunity to open a Nail Yard in Berlin within the next 12 months and in London the following year.” Details: <http://lei.sr?a=F9q6A>

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Beatles-themed hotel on market for £11m

Liverpool's Beatles-themed Hard Days Night Hotel is on the market for £11m.

The luxury 110-bed hotel opened in 2008 when Liverpool was named the Capital of Culture and has proved popular with fans from all over the world.

Property consultancy CBRE has been tasked with finding a buyer. Director Shaun Skidmore expects there to be keen interest as this is the only Beatles-inspired hotel in the world and features exclusive Beatles artwork by world-renowned artists, as well as photographs from the early 1960s. He said: "Bringing the Hard Days Night Hotel to market, we're offering a unique opportunity to acquire not only a culturally significant property, but a hugely successful, luxury hotel with an international client base in the best location in one of the UK's most popular cities."

General manager, Mike Dewey, said: "The hotel was created as a unique blend of high quality hotel facilities with a subtle twist to



The Fab Four-theme has proved popular with Beatles fans

cleverly portray The Beatles' incredible story."

With four bars and restaurants and conference facilities, the hotel is a popular wedding and conference venue. The flagship restaurant, Blakes, is named after the pop artist who created the iconic artwork for the Sargeant Pepper album cover and features wall to wall original artwork. Owner, Merseyside entrepreneur Tony Criss, is selling it as he believes the time is right and he has no plans to run another hotel. *Details: <http://lei.sr?a=w4z3H>*

Tourism boom bolsters room rates

VisitBritain is predicting another year of record inbound tourism numbers this year, forecasting a 2.5 per cent growth in visitors.

According to the *Hotel Price Index*, published by *Hotels.com*, home grown consumer confidence and more inbound visitors has led to a 2 per cent increase in room rates across the country in 2014, pushing revpar up to £104.

Bristol made the biggest gains, with room rates rising 13 per cent to £87. Scotland performed well, with Dundee, Perth and Edinburgh all

reporting increases and the Commonwealth Games helped Glasgow improve rates by 12 per cent to £86. Leeds was also given an 8 per cent lift, thanks in part to its hosting of the opening leg of last summer's Tour de France.

All but five of the 46 destinations reported their figures had increased. Those who didn't include some traditional favourite destinations: the Cotswolds, Jersey and the Lake District.

Bradford, Scarborough and Blackpool were reported to offer the best value, with a room in



The 2014 Tour de France helped to lift hotel room rates in Leeds

Bradford costing around £51 a night, including a 5 per cent rise. Vice president of *Hotels.com*, Matt Walls, said: "The UK clearly displayed the ability to attract a record number of visitors in 2014. Europe continues to provide the bulk of the inbound travellers, with rises in both the leisure and business sector, yet there is no doubt that global events such as the Commonwealth Games, Ryder Cup and Tour de France last year helped boost the average hotel prices paid." *Details: <http://lei.sr?a=t5B2R>*

Fighting back against false reviews



PETER DUCKER
is chief executive
of the Institute
of Hospitality

When trade suffers as the result of false or malicious online reviews, business owners usually feel powerless. This may now change thanks to a landmark High Court ruling.

When you read a negative online review of your business that you know is fake or malicious, your options are limited. You can ask to have the review removed, but anyone who has tried this will tell you it is no easy task. Receiving prompt and effective co-operation from faceless global organisations is not common. Another option is to ignore the review completely and hope that the positive outweighs the negative.

A third option is to take legal action against the individual responsible for posting the defamatory and false review. To date, successes in this area have been extremely rare, but now a landmark ruling in London's High Court will set a precedent for future cases. The High Court awarded £50,000 damages to a law firm, finding that a false posting online was defamatory.

The defendant Jason 'Jay' Page is a young man in his twenties who lives with his parents in Telford. Page had reportedly advertised on Twitter as being willing to post 'feedback' or 'testimonial' for US\$5 via *Fiverr.com*. This would, the judge noted, provide a possible motive for his targeting The Bussey Law Firm, of which he had no personal knowledge or experience.

The case shows that it is possible to pursue the authors of false or malicious reviews through the courts. It is unlikely that he and his firm will have recovered all their damages and costs (the false review reportedly remained on the website for nearly one year). They can, however, point to the verdict as vindication.

The case also highlights the growing and worrying evidence that some companies are resorting to paying for reviews, whether to enhance their own reputations, or to disparage their competitors. At least now leisure operators that find themselves in a similar position have a successful case to refer to. The hope must be that this case will make those tempted to post false or malicious reviews think twice in the future.

Which party for tourism?



KURT JANSON

is policy director of the Tourism Alliance

With the election about to conclude, most people will be at the point of deciding which party to vote for. While most decisions will be made on issues such as the handling of the economy, the future of the NHS and the UK's relationship with Europe, it is worth sparing a thought for where each party stands on tourism.

The Conservatives primarily see tourism as a way to provide growth for the UK economy and most of their tourism policies have an inbound tourism focus to reflect this – the investment in the very successful GREAT campaign that promotes the UK overseas, the work that has been undertaken to improve visa processing in China and the establishment of the Tourism Industry Council to focus on job creation are all examples of this approach.

Labour also recognises the benefits that tourism provides to the economy and have been the one party in the election to put forward a tourism strategy. Still based on providing growth and jobs, the strategy has a more regional focus than the Conservative's approach. As well as facilitating overseas visitors, they want grow domestic tourism by "encouraging partnerships between urban and surrounding rural communities across the country, working with local authorities, combined authorities and LEPs".

The Liberal Democrats are even further down this continuum between inbound and domestic tourism, with all their focus being at the regional level. The newly-created tourism funds for the north, south west and Loch Ness are all Lib Dem initiatives and their focus is on furthering this regional approach should they get back into a coalition government.

Finally, in polling at around 13 per cent of the vote, it is possible UKIP will be part of a coalition. They too are interested in growing the tourism economy but their focus is on the seaside constituencies where they have considerable support. One of their main aims is to regenerate seaside communities and they are looking at a range of measures that will make seaside destinations more appealing.

So while tourism is not at the forefront of the party manifestos, it is extremely encouraging that, whatever the outcome of the election, all the main parties are engaged on tourism.

TOURISM

Space tourism plans edge ahead

Britain's ambitious space tourism plans are one step closer, after a three month consultation showed widespread support for a spaceport.

The government has also given its support for the plans, which paves the way for commercial spaceflight operations and will make Britain a leader in what is expected to be a boom sector in the future.

The Civil Aviation Authority's shortlist has been whittled down to five sites: Campbeltown, Glasgow Prestwick and Stornoway in Scotland; Newquay in Cornwall and Llanbedr in Wales. RAF Leuchars in east Scotland has been confirmed as a potential temporary facility.

"I want Britain to lead the way in commercial spaceflight," said Aviation minister, Robert Goodwill. "Establishing a spaceport will ensure we are at the forefront of this exciting new technology. Today's consultation response marks another step forward in our work to support this emerging industry, which will create jobs and drive economic growth."

Last year the government launched its space innovation and growth strategy 2014 to



Britain is keen to be at the forefront of space tourism plans

2030, which set out the significant economic advantages of the UK becoming a European focal point for the pioneers of commercial spaceflights and scientific research.

"Paving the way for a national spaceport is one of the biggest science achievements in this parliament," added business secretary, Vince Cable. "It greatly underscores the work of our space innovation and growth strategy to position the UK as a world-leader in this exciting arena that is expected to be worth up to £400bn a year to the global economy by 2030."

Details: <http://lei.sr?a=Q6E8f>

NI ramps up Game of Thrones tourism push

Northern Ireland is looking to ramp up its *Game of Thrones* tourism push as international visitors flock to the country to see the show's signature sites.

Season five of the hit HBO series aired this month worldwide, debuting on 12 April and offering Northern Ireland the chance to champion itself as the home of *Game of Thrones*, which is filmed primarily at Titanic Studios Belfast and 11 sites across Northern Ireland.

Among the sites fans of the series can visit, Northern Ireland includes The Iron Islands (Ballintoy Harbour), The Stormlands (Cushendun Caves), The King's Road (Dark Hedges), Winterfell (Castle Ward) and Robb Stark's Camp (Audley's Field).

Northern Ireland's tourist board offers a prominent rundown on the filming locations and where to find them on its website and last year ran an 11-week online campaign in Britain, the US, Canada, France, Germany, Spain, Italy, the Netherlands and Scandinavia, which generated



The majority of *Game of Thrones* is shot in Northern Ireland

one million clicks and is estimated to have reached about 100 million people worldwide.

Discover Northern Ireland is teaming up with HBO for its 2015 campaign, which aims to bring more than two million tourists to 'The Real Westeros' by 2016 from a total of 1.8 million in 2013. It is estimated that in the past year alone, *Game of Thrones* has generated £87m at the locations where scenes from the smash-hit television series have been filmed.

Details: <http://lei.sr?a=K6Y3h>



Krasnodar Stadium, Russia

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The 'Beacon of Light' planned for Sunderland

FaulknerBrowns creates sport + wellness concept

FaulknerBrowns have announced they will design the 'Beacon of Light', a sport, wellness and education facility in Sunderland. The building will be the permanent home for football club Sunderland AFC.

The Beacon of Light project is backed by the club's Foundation of Light charity and will be the first of its kind, incorporating sport, health and education in one facility.

The site, next to the Stadium of Light in Sunderland, will have an indoor football zone on the perched roof of the educational and training facilities. Constructed from lightweight opaque materials, the building will be illuminated at night.

Michael Hall, sports partner at FaulknerBrowns, said the building will have an engaging interior: "On entering visitors will be presented with a busy 'street' with inspirational zones for education, the world of work, health and wellbeing and sport and play. All will enjoy excellent views into the sports arena." *Details: <http://lei.sr?a=d8K9r>*

NBBJ reveals design for shadowless skyscraper

International architecture firm NBBJ have revealed concept designs for two light reflecting, shadowless skyscrapers on the Greenwich Peninsula in London.

Created using the design software Rhinoceros, several blueprints for the mixed-use skyscrapers have been generated with the key aim of reflecting dispersed sunlight onto the streets below.

With more skyscrapers being built in 2014 than in any other year, targeting the 'doom and gloom' effect and allowing sunlight to reach the ground is an important factor to bear in mind when constructing such colossal buildings. NBBJ's designs allow for more than 60 per cent of dispersed sunlight to be cast on the streets below. The two buildings would allow this to happen by being designed in tandem, with each acting as a giant mirror to the other. *Details: <http://lei.sr?a=Z7t4D>*

Royal Opera House gets green light

Westminster City Council has approved plans by architecture firm Stanton Williams to 'open up' London's Royal Opera House.

In collaboration with Arup, Stanton Williams will transform the Royal Opera House (ROH), with the key aims of making it more accessible to the public, promoting ease of circulation and improving way-finding in the building.

Stanton Williams director Alan Stanton said: "We want to bring a sense of the magic that is created each night on stage to the open public spaces for all to enjoy. We are delighted that the project can now move forward."

The plans include:

- Opening up the main foyer at ground level, creating a more accessible visitor experience
- Redesigning the Linbury Studio Theatre
- Creating a glazed terrace at the amphitheatre level, allowing space for extra covers in the restaurant and a providing a visual link with Covent Garden Piazza below



CGI of the new glazed entrance on Bow Street for the Royal Opera House

- A new staircase connecting the main foyer with to another hall, with a new escalator leading up to amphitheatre level

The plans will also create accessible spaces for exhibitions, education and events.

Work is expected to start on site in the last quarter of 2015; as the main auditorium remains untouched the performance schedules for the ROH will not be affected. The project will take around two years to complete.

Details: <http://lei.sr?a=u5Q5V>

Wilkinson Eyre revamps Weston Library

Following an £80m renovation by international architecture firm, Wilkinson Eyre, the University of Oxford's Weston Library has reopened to the public.

Originally designed by Sir Giles Gilbert Scott in the 1930s and part of the infamous grade II listed Bodleian Library in Oxford, the structure needed extreme modernisation and renovation to open it up to the public.

Wilkinson Eyre have incorporated several new features into the renovated Weston library such as new exhibition galleries and theatres. New storage has been installed for special collections, making previously restricted items more accessible to the public.

New research facilities have been added as well as a digital media centre, a suite of seminar rooms, and conservation workshops. With regards to the archival storage, Wilkinson Eyre have revised the layout, taking out the original upper floors and the previous central stack of



The renovated Weston Library opened to the public late last month

storage – this has been replaced with updated underground archive space and a dedicated reading suite. For the first time ever, controlled sunlight is now allowed to enter the building through specially glazed slits, opening up the previously dark, isolated space.

In terms of renovation and restoration, care and attention was given to matching Scott's initial materials. 140 tonnes of salvaged stone was used, worked into the new facades and external stonework. *Details: <http://lei.sr?a=H3Y7d>*



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TRAINING

Industry "must act now" to reform sector

Continued from front cover

One of the signatories of the letter, 1Life managing director Neil King, said the industry must act now to put its house in order and reform the sector's skills pathway.

"This is a huge opportunity to rectify a confusing and vague system by bringing all of the industry's learning and development needs under the umbrella of the Chartered Institute," he told *Leisure Opportunities*.

"Industry learning and development should be employer-led and everybody behind the Apprenticeships Trailblazer feels that CIMSPA would be best suited to facilitate this. SkillsActive are a government creation not owned or overseen by the employers. They no longer serve a role overseeing learning and development in our industry."

SkillsActive CEO Ian Taylor is due to meet with his CIMSPA counterpart Tara Dillon in the next couple of weeks. Taylor said his organisation had been delighted to attend the Active Training Conference last week and support the growth ambitions of CIMSPA.

"SkillsActive is fully committed to working collaboratively whenever possible with CIMSPA to achieve their ambitions to professionalise the management and leadership across our industry," he said. "We are already working with a wide range of partners,



Neil King believes the sector's pathway is confusing

collaborating to professionalise the sport, fitness, physical activity and outdoor sectors on behalf of a wide range of employers and will continue working to improve skills, learning and professional development in the sector."

For her part, Dillon, who was recently appointed CEO of CIMSPA, has committed to decisive action in the pursuit of progress.

"From CIMSPA's perspective, the sector has made it clear that it wants to take control of skills and so it's now time to get on with making this happen," she told *Leisure Opportunities*. "The forthcoming meeting with SkillsActive is about action and outcomes. CIMSPA pledges to maintain momentum and to act with pace to embed the agreed 'guiding principles' into workforce development norms." Details: <http://lei.sr?a=Y7b3T>

Chef shortage threatens UK tourism

Despite celebrity chefs being ubiquitous, take up on cheffing courses is falling and hospitality businesses are struggling to recruit skilled chefs.

According to figures from the UK Commission for Employment and Skills, nearly half (47 per cent) of chef vacancies are difficult to fill due to a lack of skilled applicants. Shortages are particularly bad in London, with up to 66 per cent of vacancies being hard to fill. Added to this, according to People 1st, 51 per cent of colleges offering full time programmes have seen a fall in numbers since last year.

The UK's growing foodie reputation is becoming a major driver of English tourism, which is predicted to become one of the biggest sources of economic growth over the next decade. Already worth £106bn (9 per cent of the GDP), the value of tourism is expected to double to £216bn by 2025, providing one in 10 jobs. However, according to VisitEngland, a lack of skilled chefs does jeopardise these projections and the tourism body has called for a drive, across the industry, to encourage more



Chefs like Tom Kerridge have boosted food tourism

young people to consider a career as a chef.

"We are proud of England's growing foodie reputation which relies heavily on skilled chefs delivering quality across the many fantastic restaurants, pubs and hotels across the country," says James Berresford, chief executive of VisitEngland. "We need to ensure there is enough being done at grass roots level to inspire young chefs to enter the industry and fill the skills gap, if we are to meet visitor demand." Details: <http://lei.sr?a=s4h9E>

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Location: Hatfield, UK

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Company: Everyone Active
Location: Sutton, Surrey, UK

Lifeguard (Recreation Assistant)

Company: GLL
Location: Various locations, UK

General Manager

Company: South Norfolk Council
Location: Norfolk, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Fitness Instructor

Company: énergie group
Location: Harrow, UK

Duty Manager

Company: Everyone Active
Location: Cirencester, UK

General Manager

Company: Everyone Active
Location: Watford, UK

Centre Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

General Manager

Company: Fusion Lifestyle
Location: Various locations, UK

Sales Manager

Company: Fusion Lifestyle
Location: Surrey, England

General Manager

Company: The Gym Group
Location: Various locations, UK

Sales Manager

Company: Everyone Active
Location: Stowmarket, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Bicester, UK

Membership Consultant

Company: Everyone Active
Location: Sunderland, UK

Sales Manager

Company: Everyone Active
Location: Sunderland, UK

Assistant General Manager

Company: The Gym Group
Location: Newport, Wales, UK

Personal Trainers

Company: Speedflex
Location: London / Surrey, UK

Club Instructor

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Female Fitness Instructor

Company: Moseley School
Location: Moseley, Birmingham, UK

Fitness Motivator

Company: Everyone Active
Location: Stratford, UK

Recreational Assistants

Company: Legacy Leisure
Location: Windsor, UK

Customer Services Assistant

Company: Lee Valley Regional Park
Location: Stratford, London, UK

Centre Assistants

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Location: Hopton-on-Sea

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Location: Sherborne, Dorset, UK

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Location: Redditch, UK

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Swim Teacher

Company: Everyone Active
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Schools Relationship Officer

Company: Kent County Council
Location: West Malling, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Thetford, UK

Marketing Coordinator

Company: Parkwood Leisure
Location: Thetford, UK

Team Leader - Sports

Company: Norwood
Location: Berkshire and South East, UK

Membership Sales Executive

Company: énergie group
Location: Fit4less Highbury, UK

Activity Leaders

Company: Everyone Active
Location: Bedworth, UK

Lifeguard

Company: Fusion Lifestyle
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Park Manager

Company: Jump Giants
Location: West Thurrock, UK

Sports Facilities Manager

Company: Loughborough University
Location: Loughborough, UK

Fitness Apprenticeship

Company: énergie group
Location: Fit4less Highbury, UK

Operations Manager Fitness

Company: Three People
Location: Based Bristol, UK

Play Touch Rugby League Licensee

Company: The Rugby Football League
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Spa Therapist

Company: Wildmoor Spa
Location: Stratford Upon Avon, UK

Chief Executive Officer

Company: Edinburgh Leisure
Location: Edinburgh, UK

Sales Manager

Company: Everyone Active
Location: Enderby / Leicester, UK

Membership Consultant

Company: Everyone Active
Location: Nuneaton, UK

Fitness Instructor

Company: Parkwood Leisure
Location: Bexleyheath, UK

Fitness Manager

Company: Everybody Sport
Location: Cheshire, UK

Tennis Coach

Company: Parkwood Leisure
Location: Portsmouth, UK

General Area Manager

Company: Everybody Sport
Location: Wilmslow & Knutsford, UK

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Company: Everyone Active
Location: St Albans, Hertfordshire, UK

Aquatics Manager

Company: Everybody Sport
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Tennis Coach

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Swimming Teachers

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Business Support Officer

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Location: Leigh, UK

Outdoor Duty Manager

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Location: Southampton, UK

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Company: Soccersixes
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Company: Legacy Leisure
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Dry/Fitness Operations Manager

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Company: Fusion Lifestyle
Location: Leicestershire, England

General Manager

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Location: Bedfordshire, England

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Company: Sport Wales
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Location: Bedworth, UK

Business Development Officer

Company: East Cambridgeshire DC
Location: Cambridgeshire, UK

Club Promoter

Company: énergie group
Location: Cannock, UK

Swim Teacher

Company: Everyone Active
Location: Warwickshire, UK

Gym and Fitness Lead

Company: Brio Leisure
Location: Various, UK

Fitness Duty Manager

Company: Impulse Leisure
Location: Essex, UK

Programming Manager

Company: Link4Life
Location: Rochdale

Assistant General Manager

Company: The Gym Group
Location: Luton, UK

Group Exercise Teacher

Company: The West Bay Club
Location: Yarmouth, Isle of Wight, UK

Recreation Assistants (2 posts)

Company: Parkwood Leisure
Location: Solihull, UK

Diving Manager

Company: Everyone Active
Location: Plymouth, UK

Exercise Referral Coordinator

Company: GLL
Location: South Oxfordshire, UK

Club Promoter

Company: Energie
Location: St Albans, UK

Membership Sales Advisor

Company: énergie group
Location: Wembley, UK

Fitness Motivator

Company: Everyone Active
Location: Gloucestershire, UK

Commercial Manager

Company: Diverse Trainers.
Location: Preston, Lancashire, UK

Dry side Leisure Assistant

Company: GLL
Location: Buckinghamshire, UK

Catering Assistant

Company: GLL
Location: Woodstock, UK

Sales Manager

Company: Concept Fitness
Location: England & Wales, UK

Membership Sales Consultant

Company: énergie group
Location: Harrow, UK

Fitness Instructor (Part time)

Company: énergie group
Location: Harrow, UK

Personal Trainer

Company: Matt Roberts
Location: Mayfair, UK

Membership Consultant

Company: Everyone Active
Location: Watford Central, UK

Recreation Attendant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Fitness Instructor

Company: énergie group
Location: Banbury, UK

1-2-1 Swimming Teacher

Company: Everyone Active
Location: St Albans, Hertfordshire, UK

Club Promoter

Company: énergie group
Location: Havant, UK

Regional Activity Scout

Company: Move GB
Location: London, UK

Club Promoter

Company: énergie group
Location: Various, UK

Lifetime PTA Global Maxima

Company: Lifetime
Location: Nationwide, UK

Personal Trainers

Company: Lifetime
Location: Nationwide, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Various locations, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: Midlands & South England

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Various locations, UK

Swimming Teacher

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

Group Sales Manager

Company: Club Training
Location: London

Spa Therapist

Company: Bedford Lodge Hotel Spa
Location: Newmarket, UK

Spa Therapist

Company: Bedford Lodge Hotel Spa
Location: Newmarket, UK

Express Beauty Therapists

Company: Center Parcs Ltd
Location: Bedfordshire, UK

Spa Director

Company: WTS International
Location: Cairo, Egypt

Spa Director

Company: WTS International
Location: Cannes, France

Spa Director

Company: WTS International
Location: Geneva, Switzerland

Constabulary Shift Leader

Company: Royal Botanic Gardens Kew
Location: Richmond, London, UK

Events & Hospitality Manager

Company: The National Trust Scotland
Location: East Fife, UK

Events and Deputy Visitor Manager

Company: Bolton Abbey
Location: Skipton, North Yorkshire, UK

Director of Guest Services

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Location: Paignton, Devon, UK

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Company: Majid Alfttam
Location: Manama

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Location: London, UK

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Location: Michigan-Auburn Hills, US

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Company: LEGOLAND California
Location: California-Carlsbad, US

Operations Manager

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Location: Georgia-Atlanta, US

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Location: New York-New York, US

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Location: Florida-Orlando, US

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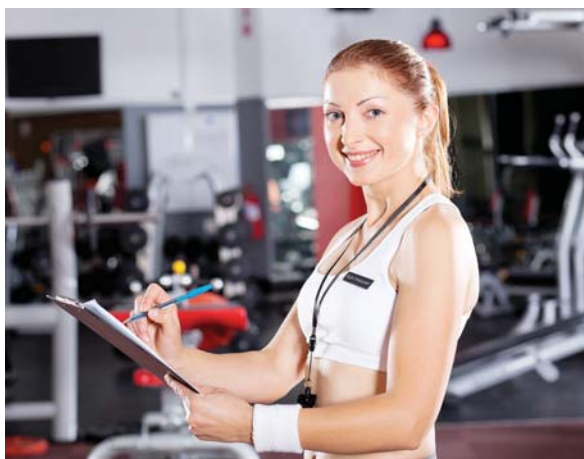
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Leisure wages set to increase: study

Falling unemployment and a strengthening UK economy means that 60 per cent of businesses in the hospitality and leisure sector are planning to increase wages in the year ahead, according to a new employment survey.

The *Barclays Employers Survey 2015*, which questioned 666 UK businesses across all sectors, revealed the fact that wage growth has been outstripping inflation in recent months has led to the positive business outlook. It also found that around half (49 per cent) of hospitality



Around half of operators are also expecting to boost staff levels in 2015

and leisure operators are expecting to boost staff levels in 2015, up from 47 per cent last year.

Despite the sunnier outlook, the report also found that the sector is experiencing more shortages within skilled trade roles than most other sectors (70 per cent compared to 54 per cent overall as a national average).

Analysing the type of role that hospitality and leisure businesses are looking to create over the next year, there is a marked increase in jobs at senior management level, with a jump to 47 per cent, from 27 per cent last year.

Among businesses looking to increase staff levels, the survey also reports a hike in those looking to recruit at a low/unskilled level, up to 100 per cent from 66 per cent in 2014.

"As confidence returns to the sector, it's reassuring to see businesses recruiting across a range of roles," said Mike Saul, head of Hospitality & Leisure at Barclays. "That said, access to labour is clearly a growing issue. It's imperative businesses have the right people in the right jobs to ensure they are well-positioned for growth." Details: <http://lei.sr?a=F8S7j>

Hayward Gallery to install giant slides

Specially-commissioned slides allowing visitors to travel from the Hayward's Gallery iconic glass pyramid ceiling to the entrance level, will open in London this June in an exhibition of work by Belgian artist Carsten Höller.

The exhibition *Decision* will immerse visitors in a series of experimental environments, aiming to transform their physical and mental experience in ways which will lead them to question their habitual perceptions.

Other highlights include two moving robotic beds which will roam the galleries; Flying Machines, which give the sensation of flying over Waterloo Bridge and The Pinocchio Effect, which uses technology to make visitors feel like their nose is growing.

The Isomeric Slides, which have been already featured at the nearby Tate Modern gallery, come at the climax of the experience, giving visitors the choice of how to leave. Built onto the gallery's exterior wall, these constitute



Gallery guests will be able to leave via the slides

"a graceful sculptural installation," says Höller, leaving visitors "experiencing an emotional state that is a unique condition somewhere between delight and madness." Across an eventful career, the Belgian artist has become renowned for fun-filled and thoughtful installations. Details: <http://lei.sr?a=P8Q7Q>

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