

leisure opportunities

14 Nov – 27 Nov 2017 Issue 723

Your careers & recruitment partner

Pure Gym sold to US investors LGP

US buyout firm Leonard Green & Partners (LGP), which jointly owns Topshop with Sir Philip Green, has won a two-month bidding contest for UK operator Pure Gym.

The private equity shop announced it will acquire a controlling interest in Pure Gym, replacing current majority shareholder and US private equity firm CCMP Capital Advisors.

CCMP bought a majority stake in the business in May 2013 but will no longer retain an interest.

While details of the deal have not been disclosed, it was confirmed that it is scheduled to be completed by the end of November. Ahead of the announcement, Sky News reported that the deal would be worth £600m.

The first round of bids took place in September, followed by further bids on 2 November. Reports listed other interested parties as Goldman Sachs Private Equity, Pamplona and Providence.

The sale of Pure Gym, which has 189 clubs nationwide and



■ Pure Gym has 189 clubs across the UK, boasting 950,000 members

950,000 members, comes a year after the company abandoned an initial public offering (IPO).

“We’re delighted to be entering into a new partnership with Leonard Green & Partners, whose investment confirms the growth potential of our business,” said Pure Gym CEO Humphrey Cobbold.

[More: http://lei.sr?a=W5D6k_0](http://lei.sr?a=W5D6k_0)



This investment confirms the growth potential of our business

Humphrey Cobbold



Katherine Grainger: Olympic medals crucial for grassroots

The chair of UK Sport says medals inspire participation

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Trends revealed at London's Wellness Travel Symposium

Stella Photi on the move toward healing and retreats

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Seaside success: Hastings Pier scoops Stirling Prize

RIBA's Ben Derbyshire praises the collaboration

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Tanni Grey-Thompson demands government does more to prioritise physical activity in UK

Baroness Tanni Grey-Thompson has called on the government to help make physical activity a 'national religion' and harness its potential to tackle some of the biggest challenges faced by society.

Speaking at the ukactive National Summit in London, Grey-Thompson said urgent action is needed to combat the mounting physical inactivity crisis, which costs £20bn each year and causes 37,000 deaths.

The crossbench peer, who won 11 Paralympic gold medals as a wheelchair athlete, outlined the impact physical activity can have on issues such as Britain's ageing population and social



■ Grey-Thompson addressed ministers the National Summit

"Leisure centres are pillars of society, steadfastly supporting communities, but many of these pillars are crumbling"

care crisis, the future of the NHS, childhood obesity, mental health, crime and economic productivity.

"Physical inactivity is one of the biggest crises we face," said Grey-Thompson, who is chair of ukactive.

"Every day, parents, grandparents, wives and husbands are dying because they live in a society that doesn't place enough emphasis on the importance of physical activity.

"For many, physical activity is becoming a national religion – something we love and cherish. Something that serves as the glue, holding communities together. Yet there has been too little policy emphasis on what contributes to health and happiness.

"Leisure centres are pillars of society, steadfastly supporting communities, but many of these pillars are crumbling – in need of urgent repair and renovation."

Jean-Ann Marnoch says the industry must do more to invest in fitness instructors



■ Jean-Ann Marnoch joined Les Mills UK in 2013

The fitness industry must do more for instructors by increasing salaries and investing in training, according to Jean-Ann Marnoch, instructor experience director at Les Mills UK.

"Instructors have been paid the same wage for the last 15 years," Marnoch told *Leisure Opportunities*. "If we truly valued the role they play in increasing participation, this would have changed by now.

"I'm at a loss as to why the industry doesn't place

"I'm at a loss as to why the industry doesn't place more value on instructors"

more value on the person who makes or breaks the customer experience."

Marnoch joined Les Mills UK in 2013, tasked with improving its training programme, and has grown the training team from 35 to today's workforce of 100. The trainers are elite coaches who educate instructors, ensuring they develop in line with national standards.

"If you look at the most successful clubs in the world, they have large studios, some as big as sports halls, and these are rammed at six o'clock in the morning and again throughout the evening," she said. "That's because they invest in and retain great instructors and end up with a waiting list of people wanting to get into their clubs and classes."



■ Wright founded the Spabreaks booking service in 2008

Wright has taken Spabreaks.com from a two-person business to one with a turnover of £20m

Abi Wright, founder of Spabreaks.com, up for award

Abi Wright, the co-founder and managing director of Spabreaks.com, has been named as a finalist at the inaugural everywoman in Travel Awards.

Wright, who founded the online spa booking service in 2008, is one of three women to have been shortlisted for the awards' entrepreneur category.

Within 10 years, Wright has taken Spabreaks.com from a two-person business to a company employing more than 100 members of staff, managing 6,000 enquiries a week, and hitting a turnover of more than £20m last year.

The 2017 everywoman in Travel Awards will select

winners across six categories. The Entrepreneur award will be given to an owner/operator of a travel business who has been operating for three years or more, and whose "vision will inspire other women to start their own enterprise".

everywoman set up the awards to celebrate women in the travel industry.

Karen Gill MBE, co-founder of everywoman, said: "We've selected some of the most talented women currently working in the UK's travel industry and are confident their success stories will be a true inspiration to the next generation."

The winners will be announced at a ceremony in London on 16 November.

leisure opps

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■ At Swim England, Paker helped reverse a decline in participation numbers

Former CEO of Swim England **Adam Paker** takes the helm at Swimming Nature

Adam Paker, the former chief executive of Swim England and Commonwealth Games England, has joined Swimming Nature as CEO.

Paker takes the reins from Eduardo Ferré, who founded Swimming Nature in 1993, with Ferré moving into the role of product director to concentrate on the delivery of swimming tuition.

"I'm excited to be joining Swimming Nature at this critical point in the company's growth," said

"We can take the brand further and wider to teach more people to swim and swim beautifully"

Paker. "I first interacted with Swimming Nature as a customer in 2012 and have followed the company with interest. I was impressed with the premium nature of the product and strongly believe there is more potential to unlock in the swimming tuition market.

"I intend to work closely with the internal teams to build on the strengths of the

business so we can take the brand further and wider to teach more people to swim and swim beautifully."

Swimming Nature recently reported exponential growth of its pool network which included signing deals with Bannatyne, Q Hotels and Hilton.

Paker aims to drive growth, including creating an international pool network.

Great Britain's medal success vital for grassroots sport, says **Katherine Grainger**

Great Britain must continue to invest in elite athletes or risk damaging participation numbers nationwide, according to Dame Katherine Grainger.

The chair of UK Sport, Britain's most decorated female Olympian, has spoken out after 11 unfunded sports bodies expressed fears over the future of funding from the government and National Lottery.

"As the body charged with delivering success at the Olympic and Paralympic Games to inspire the nation, UK Sport believes that the impact of investing in our athletes'



■ Grainger met with 11 unfunded national sport governing bodies

"When people are motivated to take up sport or physical activity it's likely to lead to improvements in their wellbeing"

success has far-reaching benefits for the nation," said Grainger, who has five Olympic rowing medals.

"Our research demonstrates that Olympic and Paralympic success instills a sense of national

pride, ambition and achievement, that improved facilities for elite athletes benefit local communities and that hosting major sporting events inspires participation and boosts the economy.

"Whenever people are motivated to take up sport or physical activity, it's likely to lead to improvements in their physical and mental wellbeing."

Last year, a survey by the Sport and Recreation Alliance found that 38 per cent of women and 27 per cent of men felt the 2016 Rio Olympics would encourage them to be more active.



■ Lane previously built the Chris Lane Tennis and Health Club, sold in 2002

Chris Lane returns to fitness sector and rebrands former Virgin Active site

Entrepreneur Chris Lane has come out of retirement, rebranding a former Virgin Active site in Angmering, West Sussex, as a Lanes Health Club.

Lane, who bought the club in June along with three other private investors, told *Leisure Opportunities* he is developing a new concept which he may roll out.

"We're not just here to provide equipment and a space to exercise", said Lane. "Lanes is a 'proper' club with a buzzing social programme and a range of educational activities, which are important for creating

community and keeping our brains and bodies active.

"We've introduced new well-ness classes reflecting the latest research and trends, including 'Yogic Sleep' and meditation.

"Our aim is to make our local residents fall in love with exercise."

After investing £400,000, refurbishments include new fitness equipment, a new gym, a high-intensity studio and a holistic studio. In addition, it has a 25-metre pool.

In 2002, Lane sold The Chris Lane Tennis and Health Club to Whitbread.

"We're not just here to provide equipment and a space to exercise, we have a buzzing social programme"

MEET THE TEAM

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INVESTMENT

1Rebel secures £6.6m for expansion

Boutique fitness brand 1Rebel will accelerate its London expansion plans after raising £6.6m in funding from private equity firm Codex Capital.

Speaking to *Leisure Opportunities*, 1Rebel co-founder James Balfour revealed that four new clubs will open in the first quarter of 2018 – taking the total number of sites to six – with more to follow throughout the year.

“1Rebel is going from strength to strength and this funding gives us enough capital to really push the business,” said Balfour.

“We’ve worked hard over the past two years to establish the brand and

now we want to leverage that by growing and taking the business pan-London, expanding into central-west.

“The great thing about our new backers is they’re very strategic in terms of property and retail so it takes us to a new level. We want to focus on being the best in class in central London.”

Codex Capital Partners is a private equity boutique which secures direct investments from family offices and other wealthy people.

1Rebel has closed deals to develop new sites at Victoria, Bayswater and South Bank Central. It is in negotiations to secure a fourth site, yet be disclosed.

[More: http://lei.sr?a=D6n4w_0](http://lei.sr?a=D6n4w_0)



■ Development is underway at South Bank Central



This gives us enough capital to really push the business

James Balfour

NATIONAL SUMMIT

Lawrence Dallaglio tackles children’s physical inactivity



Some schools have less than two hours’ physical activity a week

Lawrence Dallaglio

England rugby legend Lawrence Dallaglio says the government must take immediate action to improve physical activity levels among children.

The World Cup-winning captain said the UK has reached a critical moment for the health and wellbeing of young people and must rebalance the National Curriculum to include more hours of physical activity.

He called on the physical activity sector to create a “massive campaign” to help drive the change and get more young people active. “We have a serious problem in this country,” Dallaglio



■ Dallaglio spoke of the benefits of physical activity

told an audience of ministers, health professionals, sports leaders and health club operators at the UK active National Summit, in partnership with Milton.

“Some schools have less than two hours’ physical activity a week and I don’t think that’s fair on young people.”

[More: http://lei.sr?a=4z6x4_0](http://lei.sr?a=4z6x4_0)

RESEARCH

Group exercise better for you than solo workouts – study



The communal benefits pay dividends beyond exercising alone

Danya Yorks

Working out in a group lowers stress by 26 per cent and significantly improves quality of life, according to a new study.

Researchers at the University of New England College of Osteopathic Medicine recruited 69 medical students – a group known for high levels of stress and self-reported low quality of life – and allowed them to self-select into a 12-week exercise programme, either within a group setting or as individuals.

The results, published in *The Journal of the American Osteopathic Association*, showed those who exercise individually put in more effort



■ Communal exercise had more impact on wellbeing

but experienced no significant changes in their stress level and a limited improvement to their quality of life.

“The benefits of coming together with friends and doing something difficult, while encouraging one another, pays dividends beyond exercising alone,” said lead researcher Dayna Yorks.

[More: http://lei.sr?a=n2R4k_0](http://lei.sr?a=n2R4k_0)

EMPLOYMENT

Challenge to Gym Group PT contracts could impact sector

Employment contracts for PTs working in the health and fitness sector are under the spotlight following questions in the House of Commons about terms offered by The Gym Group.

Frank Field, chair of the Commons Work and Pensions Select Committee, has asked for an explanation of the company’s practice of designating fitness instructors as self-employed, after a PT sent him a copy of their contract and raised concerns about its terms. Field accused the company of adopting a “dubious self-employed workforce model.”



■ Self-employed PTs are used across the industry



We take the feedback of personal trainers extremely seriously

John Treharne

The practice of self-employed PTs is widespread in the fitness industry and any related legislative changes would affect the majority of operators.

Gym Group CEO John Treharne said: “We take the feedback of our self-employed personal trainers extremely seriously. We’ll be happy to respond in full to the issues raised by the requested deadline.”

[More: http://lei.sr?a=b7B8Y_0](http://lei.sr?a=b7B8Y_0)

Dementia-friendly leisure hub expects one million visits

An £18m neighbourhood hub with a state-of-the-art leisure centre is being developed with a focus on being dementia-friendly.

The 70,000sq ft Great Sankey Neighbourhood Hub in Warrington, Cheshire, is set to open early next year and the leisure centre will be operator LiveWire’s first dementia-friendly facility, projected to attract one million visits per year.

The hub has been designed to allow in as much daylight as possible, with signage and furniture kept simple and clear in order to avoid causing confusion.

[More: http://lei.sr?a=T9C7w_0](http://lei.sr?a=T9C7w_0)

OBESITY

500 miles? Scots lead way with one a day

The Proclaimers once promised they would walk 500 miles and now Scottish people are being asked to lead the way with 'The Daily Mile' scheme – in order to tackle obesity in the country.

Scotland plans to roll-out the scheme, which involves primary-aged children running or walking for 15 minutes every day, to all educational facilities and workplaces.

The pledge is part of ambitious plans to help people lose weight and is outlined in a new 33-page consultation document.

The consultation says: "We are committed to Scotland becoming the first 'Daily Mile' nation,

with rollout to nurseries, schools, colleges, universities and workplaces."

The Scottish Government is also proposing the appointment of an Active Nation Commissioner, who will have the responsibility of delivering "world-class active travel infrastructure" across the country.

It vows to put active travel at the heart of its transport planning, increasing investment from £40m to £80m per year, from 2018-19.

Public health minister Aileen Campbell said: "We need action from all sectors and at all levels right across the country."

[More: http://lei.sr?a=G3f4E_0](http://lei.sr?a=G3f4E_0)



■ A couple taking a walk on Edinburgh Hill in Scotland



“We need action from all sectors and at all levels right across the country

Aileen Campbell

DEVELOPMENT

Third Space begins £50m plan with two new clubs



“Office workers say having a gym close to work is hugely appealing

Colin Waggett

Boutique fitness brand Third Space is investing £50m in new clubs as part of a five-year expansion plan in London, starting with two openings next year.

Backed by British private equity firm Encore Capital, the company is scheduled to open a 27,000sq ft club at Minster Court in the City of London in the second quarter of 2018.

The new facilities will sit alongside redeveloped office space as part of major renovations at Minster Court – with Third Space aiming to attract more office workers into its clubs. "Research tells us that 61 per cent of office workers



■ Growth in group exercise is driving expansion

say having a gym close to their place of work is hugely appealing – a fact which is well understood by landlords," said Colin Waggett, chief executive of Third Space and former head of Fitness First.

The second club (47,000sq ft) will open later next year in Islington.

[More: http://lei.sr?a=s2a6y](http://lei.sr?a=s2a6y)

The UK's largest physical activity trade show

Elevate is the most cost-effective route to the UK physical activity market.

In 2017 Elevate welcomed 4,187 attendees including more than 2,000 senior management decision makers representing over 5,000 physical activity facilities who attended to source the latest products, network and attend a wide-range of free-to-attend seminars and debates focused on inclusivity, active health, the business of physical activity and performance.

Buoyed by expanding physical activity markets Elevate 2018 will be bigger and better. Whilst over 230 expert speakers share an unrivalled array of knowledge, 100's of new physical activity products and services will be exhibited in front of 1,000's of key decision makers.

Please be aware that exhibition spaces are allocated on a first-come-first-served basis. Enquire today.

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"It was a fantastic place to get our product in front of decision makers from a lot of different sectors"

Tracy Morrell,
Company Director,
React Fitness



230+ SPEAKERS



CONNECTED SOLUTIONS

Members of Ingrebourne Links can now benefit from a cutting-edge, personalised and engaging workout following the recent ground breaking development of the Essex-based Golf and Country Club

After seven years of planning and construction, extensive earthwork movements and considerable investment, the club is now open. Along with state-of-the-art health club facilities, the club also features a modern and vibrant clubhouse along with a spectacular inland links golf course - wholly constructed with soil excavated from the various London projects.

Along with top of the range Matrix fitness equipment, the site is also the first in the UK to be installed with 'Workout Tracking Network' and 'Personal Trainer Portal' - Matrix's most connected solutions, enhancing the 7xi experience.

Workout Tracking Network simply allows the club, under its own unique branded app, to achieve higher member engagement, Increased club revenue and a seamless, connected club experience. Allowing Ingrebourne Links to communicate and engage, building loyalty with members. The app, that's free for members to download, also



"Matrix have proven themselves as a Total Solutions Partner"

Dominic Eagle, General Manager

includes a social sharing feature, which resonates with millions of users regularly sharing status updates.

Using exclusive technology and an intuitive dashboard interface, the easily customisable, Personal Trainer Portal allows trainers to create signature exercise programmes, assign workouts and check progress to help members stay on track and reach their goals, leading to better results and higher retention.

Commenting on the extraordinary development, Dominic Eagles, General Manager, Ingrebourne Links:

"As a prestige golf club we have understandably been selective about who we have

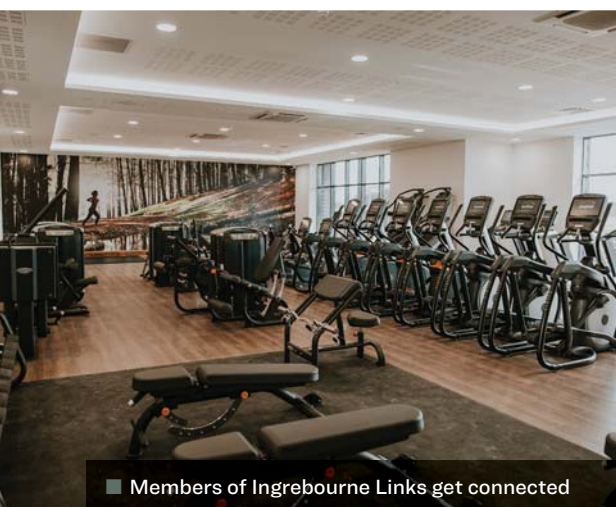
partnered with. Matrix have proven themselves as a Total Solutions Partner, not only through unsurpassed service, but their equipment is at the leading edge of technology - right where we need to be. We are delighted with the equipment in the gym and even more so that we are the first to sample Workout Tracking Network and Personal Trainer Portal - both of which have been a huge success in engaging members.

"We also have a great relationship with our Account Manager who is extremely knowledgeable, and reactive, ensuring that if we do have problems, they are resolved quickly."

Paul Nugent, Strategic Business Development Manager for Matrix Fitness comments:

"Matrix connected technology combined with the Ingrebourne Links facility truly sets the benchmark for fitness club owners who wish to be at the forefront of the fitness industry with the latest innovative digital offering available."

The new clubhouse at Ingrebourne Links Golf & Country Club is now fully open and membership is available. Ingrebourne Links has launched the first North 9-hole golf course and the East 9-holes are anticipated to open in 2018, with the final South 9-holes scheduled to open in 2019.



■ Members of Ingrebourne Links get connected

MATRIX

TEL: 01782 644900

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CONNECTED TECHNOLOGY SOLUTIONS

Matrix has a whole host of enlightening connected solutions designed to fit in with everyday life.

They are easy to use and familiar to members, functioning in the same ways as phones and tablets. All designed to support health and wellness in the gym, and beyond.

"The whole Matrix cardio offering now allows input, data capture and activity. Whether you need motivation, encouragement, guidance or support, Matrix's connected solutions cater for all."

"The real value of our connected technology solutions is they save time and improve communications for gym owners, PTs and gym members."

Rob Knox, Product Director at Matrix Fitness

To find out more about the Matrix Workout Tracking Network, Personal Trainer Portal, Asset Management, and other connected solutions that could boost your offering and transform your members' fitness experience, call us on 01782 644900 or visit matrixfitness.co.uk



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SWIMMING

Swim teachers set for training ‘revolution’

More than 1,400 swimming teachers across the UK will join a major new training framework designed to combat the national shortage in qualified instructors.

The Swimming Teachers Association (STA) has signed a three-year partnership with swimming pool operator GLL to provide a new aquatics career pathway for swimming teachers working at pools run by the charitable social enterprise.

The UK has a shortage of qualified swimming teachers and 30 per cent of 10-year-olds leave primary school unable to swim.

The new deal, unveiled at the London Aquatics Centre, means that from January,

STA's Level 2 swimming teaching qualifications, endorsed by CIMSPA, will be embedded into GLL's 141 swimming pools nationwide.

Dave Candler, CEO of STA, said: “By working closely with CIMSPA and GLL to develop an aquatics careers pathway, our aim is to professionalise the industry so we can retain its workforce and attract more people to become qualified.

“The more trained swimming teachers we have, the more people we can teach how to swim and be water safe, which wholly underpins our charitable objectives.”

GLL also plans to extend its internal tutor network.

[More: http://lei.sr?a=s4g4g_0](http://lei.sr?a=s4g4g_0)



■ 30 per cent of 10-year-olds leave school unable to swim



Our aim is to professionalise the industry

Dave Candler

COMMUNITY

Sport and leisure facilities worth £3.3bn to society



The sector's impact stretches far beyond sport and fitness

Steven Ward

A study of the wider social value of public leisure facilities has shown they contribute more than £3.3bn a year to society.

Physical Activity: A Social Solution draws on data from more than 1.8 million members and casual users across 651 facilities over the past two years.

The DataHub used a ‘Social Value Calculator’, developed by the Social Issues Research Centre with the DCMS and Sport England, to show the value generated by the UK's 2,709 public leisure facilities. It showed the sector is worth £2.4bn to subjective



■ Football had the most impact on reducing crime

wellbeing, £715m to health, £123m to education and £2.4m to reducing crime. Swimming provided £229m in social value in 2017, the most of all activities.

“The sector's impact stretches far beyond traditional parameters of sport and fitness,” said ukactive CEO Steven Ward.

[More: http://lei.sr?a=A8V7Z_0](http://lei.sr?a=A8V7Z_0)



**Workout—
for Water.**

**2.1 billion people
don't have access
to clean water.**

So let's Workout for Water

On **18 November**, Les Mills partners across the globe will be hosting a life-changing workout to help build clean water pumps in East Africa. Every Workout for Water class will push participants to their limits and raise funds for the cause.

Just £312 will supply an entire village with clean water.

For more information on how to Move the World, visit www.lesmills.com/uk/movetheworld or contact us at lmuk.clubs@lesmills.com.

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RESEARCH

Girls losing out in physical activity gender gap



Girls need to be involved in design and delivery of physical activities

Ali Oliver

Girls are missing out on the benefits of physical activity due to mounting pressures, a study has revealed.

Data released by the Youth Sport Trust (YST) and Women in Sport looked at the responses of 25,000 pupils from 138 secondary schools across England and Northern Ireland.

It showed that boys and girls understand the importance of an active lifestyle but there is a significant disconnect with actual behaviour among girls.

It found pressure of school work and low confidence are much bigger barriers



■ Only 45 per cent of girls saw the benefits of PE

to taking part in physical activity for girls (24 per cent) than boys (13 per cent).

YST's Girls Active programme has been working to tackle the problem. Chief executive Ali Oliver said: "We want to stop girls from missing out. Girls need to be involved in design and delivery of PE and physical activities."

[More: http://lei.sr?a=m6y6f_0](http://lei.sr?a=m6y6f_0)

ATHLETICS

IAAF plans heritage branch and clearer world rankings

The IAAF has announced plans to make athletics more attractive to fans and participants, as major reform continues.

The qualifications system for the World Championships and the Olympic Games will be redesigned in an effort to make the sport clearer and increase participation at all levels.

The IAAF announced on 3 November that it has partnered with Elite Ltd (All Athletics), to develop the first official IAAF World Rankings system for qualification into the top competitions, along with a new results and



■ IAAF Heritage will use the sports' heroes to inspire



Heritage will help inform, inspire and engage interest

Olivier Gers

statistics database. It also announced the establishment of an Heritage department, which aims to better promote athletics' history, its heroes and heroines, to increase participation at local and regional levels.

"Heritage will be an important tool to help inform, inspire and engage interest through the extraordinary story of athletics," said IAAF CEO Olivier Gers.

[More: http://lei.sr?a=U9X8P_0](http://lei.sr?a=U9X8P_0)

Funding charity Spirit of 2012 names Alan Coppin as chair

Funding charity Spirit of 2012 has appointed Alan Coppin as chair. He replaces Dugald Mackie after a four-and-a-half year stint.

Spirit of 2012 was established with £47m from the Big Lottery Fund to invest in projects that continue the spirit of pride, positivity and social connectedness experienced by people during the London 2012 Olympic Games.

"This wonderful charity is investing in happiness by grant funding arts, physical activity, and sport and volunteering, in genuinely inclusive ways," Coppin said.

[More: http://lei.sr?a=v9v5D_0](http://lei.sr?a=v9v5D_0)

You should take a bow!

CIMSPA was established to professionalise the sport and physical activity workforce. It's our raison d'être. I'm delighted therefore that we've reached a hugely important milestone: the launch of the first six professional standards that sit within the CIMSPA Professional Standards Matrix.

For decades the sector has been calling for a single set of professional standards. Now, thanks to the hard work and collaboration of employers, awarding organisations and training providers, we've published the standards for the roles of personal trainer, swimming teacher, core group exercise instructor, gym instructor, recreation assistant and lifeguard.

The fact that the sector has delivered these standards in less than a year speaks volumes about the determination and professionalism of all those involved. For the first time in our sector's history, we can define the scope of a job role, the knowledge and skills an individual must hold and state where an individual can be deployed.

We can also determine the learning, development and assessment requirements of the role, so that

education providers can develop suitable educational products. This spells the end of the confusion and inconsistency surrounding qualifications in our sector.

A question of confidence

These standards give employers assurance about the consistency of quality and skills of potential employees and how they can be deployed. Sport and physical activity professionals can be confident they are investing in robust and respected qualifications that will lead to employment, and the consumer knows they are dealing with a qualified professional.

We're already working on the next professional standards set in time for March 2018: coach, coaching assistant, and management standards, as well as specialism standards for working with different populations and in different environments. Our sector should take a bow!



■ Tara Dillon, chief executive of CIMSPA



For decades the sector has been calling for a single set of professional standards



■ The new standards are designed to give employers and consumers confidence



RESEARCH

Study: massage helps muscle re-growth

Researchers from Colorado State University and the University of Kentucky have shown that massage can increase the re-growth of muscle tissue after an injury – even when applied to the opposite, uninjured limb.

In a paper published this month in *The Journal of Physiology*, the researchers showed that muscle grew faster after a massage because protein production in cells was improved.

Tests on rats showed that when one leg was massaged, muscle in the other leg also grew faster.

The discovery could spell improvements for people on bed rest, the elderly or those having a prolonged hospital

stay, as muscle is lost quickly during periods of disuse and is difficult to grow back – particularly in the elderly.

Karyn Hamilton and Ben Miller, faculty members at CSU's Department of Health and Exercise Science and authors of the paper, said the concept that massaging one limb might also lead to benefits in another non-massaged limb is groundbreaking.

"For instance, if you injured one leg and couldn't massage it because of that injury, we now have evidence suggesting that massaging the other non-injured leg could lead to benefits in the injured leg," said Hamilton.

[More: http://lei.sr?a=Q3U8b_0](http://lei.sr?a=Q3U8b_0)



■ The study showed that non-massaged limbs also benefitted



**Evidence suggests
massaging the non-injured
leg benefits the injured leg**

Karyn Hamilton

PEOPLE

Dolphin Square appoints Williams as spa manager



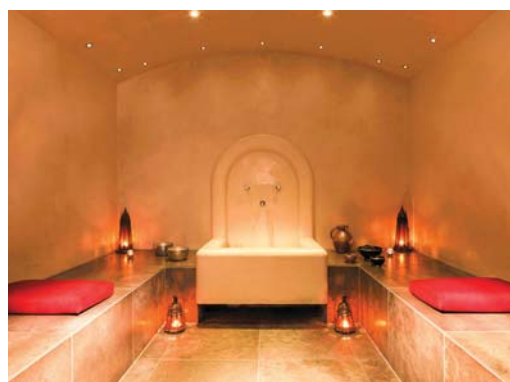
The Spa in Dolphin Square is a truly authentic offering

Zara Williams

Zara Williams has been named spa manager at The Spa in Dolphin Square, a 4,000sq ft (372sq m) Moroccan-themed spa in the heart of London.

Williams brings more than a decade of experience from various roles within the spa industry, from management positions in New Zealand to operational roles across top London spas, which include the Bvlgari Hotel and The Spa at Mandarin Oriental.

"I'm extremely excited and look forward to imparting my experience and passion for the spa industry, while continuing to develop my skills and



■ The luxury hammam ritual at the spa

expertise," said Williams.

"The Spa in Dolphin Square is a truly authentic offering, with its Moroccan healing practices, and I am looking forward to working with a team of skilled therapists to deliver an unrivalled spa experience."

[More: http://lei.sr?a=v4A8c_0](http://lei.sr?a=v4A8c_0)

TRENDS

Wellness Travel Symposium explores growing trends



People who call us admit to huge levels of stress and burnout

Stella Photi

The wellness travel market will continue the dramatic change seen over the past 10 years, according to Stella Photi, founder of Wellbeing Holidays.

Photi spoke at the Wellness Travel Symposium – organised by the Global Wellness Institute and held as part of the World Travel Market at the ExCeL centre in London.

She said emotional healing, self-development and retreats will shape the future of the industry.

Photi said that when she first started her business 10 years ago, the focus in wellness travel was about



■ Photi spoke at the Wellness Travel Symposium

looking good on the outside, without much attention to the inside.

“Stress was worn in those days as a badge of honour,” she said. “Today, that has changed so much – 50 per cent of the people who call us openly admit to suffering from huge levels of stress and burnout.”

[More: http://lei.sr?a=Y8Z7g_0](http://lei.sr?a=Y8Z7g_0)

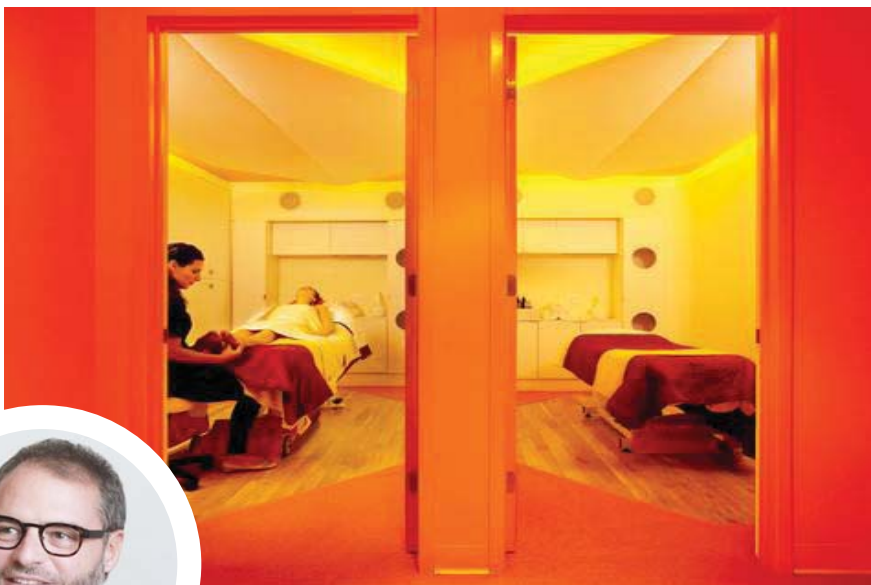
EXPANSION

Founder of Yelo Spa sets sights on London

Yelo Spa founder Nicolas Ronco is taking the next step with his urban day spa model – offering it for franchise in major cities.

Yelo’s flagship New York location has been operating since 2007 and Ronco has revealed that the time is right to grow the business.

Yelo’s model is tailored specifically for urban centres and Ronco hopes to see locations in major US cities, along with international hotspots like London, Paris, Tokyo and Sydney. His goal is to have 150 to 200 Yelo Spa franchises within the next five to seven years and



We’ve cracked the code to make it work in a demanding city

Nicolas Ronco

■ Yelo Spa is looking to expand into London

to become a “major player” in the franchise world.

“The goal is to capture a niche that is not captured today,” said Ronco. “Most franchises address a very different market – the suburban

market – and none of those brands have been successful in these urban, high-cost centres. We’ve really cracked the code to make it work in a demanding city like New York.”

[More: http://lei.sr?a=v6L5p](http://lei.sr?a=v6L5p)

NEW HOTEL

Admiralty Arch set for hotel conversion

One of London's most famous monuments, the Admiralty Arch, is to be converted into a Waldorf Astoria hotel.

The iconic building was commissioned by King Edward VII in memory of Queen Victoria, and completed in 1910 by architect Sir Aston Webb – the creator of The Mall and the main facade at Buckingham Palace.

Sir Winston Churchill had an office in the Arch when he was First Sea Lord of the Admiralty, and James Bond creator Ian Fleming also spent time working there. The landmark later served as a centre for the UK Government's Cabinet Office. In 2015 real estate firm Prime

Investors Capital outbid 28 institutional bidders to acquire the 250-year lease of the property from the government. It has now appointed Waldorf Astoria Hotels & Resorts to operate a 96-bedroom hotel there.

"We've made many decisions that will impact not only the future of the building and the local area, but also the profile of the very heart of London," said Rafael Serrano, CEO of Prime Investors Capital.

Set to open in 2022, the Admiralty Arch Waldorf Astoria will also feature three restaurants, luxury private residences and a private members' club.

[More: http://lei.sr?a=R3a8E_0](http://lei.sr?a=R3a8E_0)



■ The building was originally completed in 1910



We've made decisions that will impact the very heart of London

Rafael Serrano

BOUTIQUE HOTEL

Spa hotel to open at Duke of Marlborough's former estate



The sheer size of the spa help make it an outstanding destination

Khalid Affara

Boutique hotel operator City & Country Hotels has revealed plans to open a new luxury spa when it completes its fifth UK property next year.

The Langley, in Iver, Buckinghamshire, will be located on the former estate of the Duke of Marlborough and will occupy two buildings – the duke's historic mansion and a Grade II-listed 18th century building, formerly used as stables and a brewhouse.

Facilities at the 41-bedroom hotel will include a large, 25,000sq ft luxury spa, offering eight large treatment rooms, an expansive VIP suite with dip pools, as



■ The hotel will include a 25,000sq ft luxury spa

well as a women-only thermal area.

"The sheer size and specification of The Langley Spa help to make the estate an outstanding destination," said City & Country company director Khalid Affara.

There will also be a health club which includes a cryotherapy centre.

[More: http://lei.sr?a=i5S0U](http://lei.sr?a=i5S0U)



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#MOVEBETTER

CAMPAIGN

Midlands campaign aimed at US visitors

A marketing initiative by VisitBritain hopes to attract more US and overseas tourists to Birmingham and the surrounding region.

The gateway campaign comes as Birmingham Airport increases flights to US destinations on Norwegian low-cost carrier Primera Air. From 2018, the service will include regular flights between Birmingham and Boston, New York/Newark, and Toronto in Canada.

The campaign will highlight the Midlands' world-class shopping, historic and cultural attractions and nearby countryside and rural villages.

Birmingham Airport is working with VisitBritain, the official Great Britain

tourism board, on the promotion, as well as West Midlands Growth Company, Shakespeare's England and Marketing Peak District & Derbyshire.

"Increasing regional connectivity not only makes it easier for visitors to see more of Britain, the West Midlands and the Peak District, it boosts economic growth, and helps keep us an attractive destination in this fiercely competitive global market," said Carol Dray, VisitBritain commercial director.

Last year set a record for inbound tourism to Britain on visits and spend, with 37.6 million visits, up four per cent on 2015.

[More: http://lei.sr?a=T5r5k_0](http://lei.sr?a=T5r5k_0)



■ Jousting at Warwick Castle, one of the region's top attractions



Increasing regional connectivity boosts economic growth

Carol Dray

RESEARCH

London to drop down travel league table as Asia climbs



Asia Pacific is the standout region that's driven change in travel

Wouter Geerts

London is facing a decline in the global city destination rankings over the next seven years, slipping from third to sixth, according to Euromonitor International.

The research findings, for World Travel Market London, were released at the WTM London event on 7 November.

Hong Kong is the top city for international arrivals, with more than 26 million visitors in 2016, followed by the Thai capital Bangkok with over 21 million. London is third, with just over 19 million.

However, the surge in travel to Asian cities means London is likely to be overtaken in the coming years by



■ The report said Brexit threatens London's ranking

Singapore, Macau and Dubai, while Hong Kong and Bangkok will remain by far the most-visited cities.

"Asia Pacific is the standout region that has driven change in the travel landscape over the past decade," said Wouter Geerts, author of the report.

[More: http://lei.sr?a=o1P6s](http://lei.sr?a=o1P6s)

AWARDS

Hastings Pier wins RIBA Stirling Prize

Hastings Pier by dRMM Architects has been announced as the winner of the 2017 RIBA Stirling Prize for the UK's best new building.

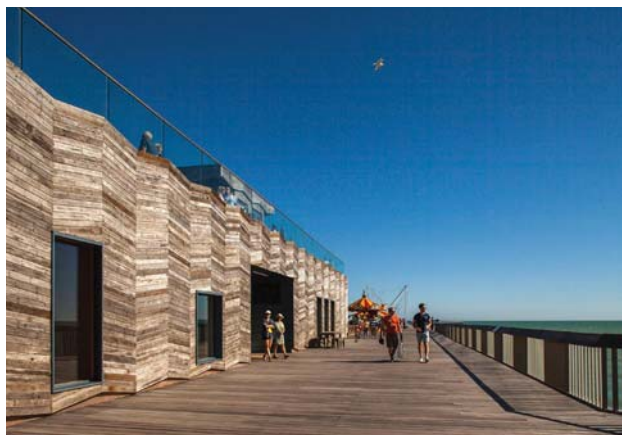
In a landmark moment for leisure architecture, the public attraction – which was built to restore a seaside pier ravaged by fire – was hailed by the prize's jury chair, RIBA president Ben Derbyshire, as a “masterpiece of regeneration and inspiration”.

“The architects and local community have transformed a neglected wreck into a stunning, flexible new pier to delight and inspire visitors and

local people,” he said. “Hastings Pier showcases the remarkable skills, tenacity and problem-solving flair of its talented architects, dRMM. It also rewards the patrons of this great architectural achievement: the local people who have taken the initiative, and risk, to create this highly innovative and extraordinary new landmark.”

Chair of Hastings Pier Charity, Maria Ludkin, added: “Accessible and sustainable, it frames a spectacular seascape and offers unlimited variations for relaxation, contemplation and play.”

[More: http://lei.sr?a=a6R3p_0](http://lei.sr?a=a6R3p_0)



■ Hastings Pier won the prize for the UK's best new building



They've transformed a neglected wreck into a stunning new pier

Ben Derbyshire

MUSEUMS

Research shows lower than average pay for workers



I hope these guidelines support employers to reward hardwork

Sharon Heal

Museums Association director Sharon Heal says new research raises serious questions about entry into the sector, with average pay seven per cent lower overall than the market average.

According to the association's *Salary Guidelines 2017 survey* – funded by Arts Council England – junior roles are significantly behind similar positions outside of the sector.

Assistants in curator and collections management are 25 per cent lower on average than comparable roles, while assistants in the areas of learning, programming and outreach are 13



■ Museum staff are paid less than the market average

per cent lower than the average.

“I hope these salary guidelines support employers, funders and stakeholders to be enlightened, and to reward the hardwork, knowledge and enthusiasm of everyone working in and with museums and galleries,” said Heal.

[More: http://lei.sr?a=X5Z7w_0](http://lei.sr?a=X5Z7w_0)

GALLERIES

Boost for Margate as Turner plans £5.3m expansion



The gallery is the model of arts-led regeneration

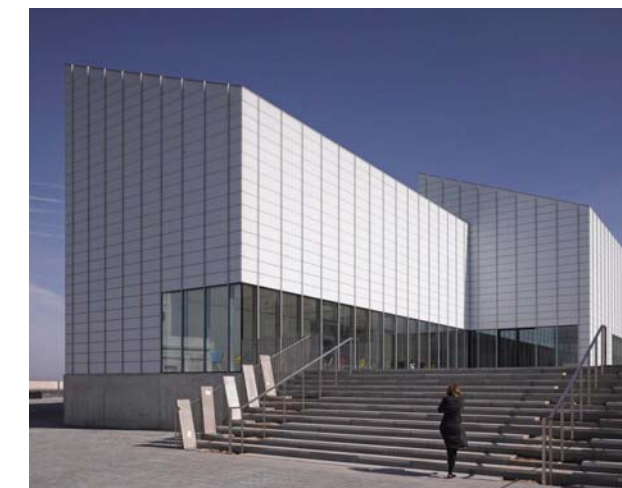
Victoria Pomery

The Turner Contemporary is set to undergo a £5.3m expansion, new plans have revealed.

A spokesperson confirmed to *Leisure Opportunities* that discussions with partners and funders had begun, with the David Chipperfield-designed gallery now developing ideas for the attraction.

Arts Council England has already committed £3m and Kent County Council will play a major part in financing the extension.

“The next phase of Turner Contemporary will be designed to ensure that the organisation is



■ The Turner draws 960,000 extra visitors to Margate

sustainable into the future,” said gallery director Victoria Pomery.

“After six years of operation and 2.5 million visits, the gallery has been widely acknowledged as the model of arts-led regeneration.”

If plans are approved, the expansion could be completed by April 2021.

[More: http://lei.sr?a=P6M4b_0](http://lei.sr?a=P6M4b_0)

PEOPLE

ZSL appoints British diplomat as new director

A British diplomat who served as ambassador to Afghanistan has taken a new role as director general of the Zoological Society of London (ZSL).

Dominic Jermey takes the reins from Ralph Armond, who is retiring after more than 12 years at the helm of the conservation charity.

The role entails developing global conservation projects, increasing scientific research at the organisation and overseeing ZSL London Zoo and ZSL Whipsnade Zoo, their programmes of species breeding and



■ Jermey will oversee London Zoo and Whipsnade Zoo



I've always been driven by a desire to help shape a better world

Dominic Jermey

ongoing field conservation around the world.

“I’ve always been driven by a desire to help shape a better world for my children,” Jermey said.

“I want to develop ZSL’s reach and impact at this

critical moment for global biodiversity, so that as we approach ZSL’s bicentenary, we’re a core part of the answer to the challenges facing wildlife today.”

[More: http://lei.sr?a=4Q1u5](http://lei.sr?a=4Q1u5)

LEISURE

£4m plan for attractions at reservoir

A proposal to transform a Welsh reservoir into a landscaped leisure and activity destination has been approved by Pembrokeshire County Council.

The £4m plan from Welsh Water will improve facilities at Llys y Fran Country Park, with permission granted to renovate the existing visitor centre, build an outdoor activity centre and create new waterside facilities and a play area.

It also means the park will be able to cater better to mountain bikers, provide camping and caravan pitches, expand parking and improve the site entrance and general landscaping. The reservoir's walking trail

will be improved and new activities will be introduced such as ropes courses, zip lines and mini golf.

The site hopes to attract 120,000 visitors after the work is finished. "Although presently a visitor attraction, the site is, and has been for a number of years, significantly underused," said the application.

"The proposed development will therefore aim to establish a destination that offers visitors more to do through a range of attractions and facilities, both land and water-based."

Welsh Water has also invested in three other reservoirs for leisure use.

[More: http://lei.sr?a=t4x9C_0](http://lei.sr?a=t4x9C_0)



■ The £4m plan will add to facilities at Llys y Fran Country Park



Although presently a visitor attraction, the site is underused

Welsh Water

GARDENS

World's largest Victorian glasshouse nears completion



I watched as some of the world's rarest plants were moved in

Richard Barley

Kew Gardens has announced an opening date for its historic Temperate House, which has been closed while undergoing a five-year renovation.

The southwest London attraction said the Victorian glasshouse – the largest in the world – will reopen to the public on 5 May 2018, complete with 10,000 rare and exotic plants.

The painstaking restoration, designed by Donald Insall Associates and costing £41m, is the biggest such project in Kew Gardens' history, with the framework of the building, its intricate ironwork and ground paving carefully repaired and



■ The Temperate House interior, before planting

thousands of panes of glass replaced.

"I watched as some of the world's rarest plants were moved, with the utmost care, into the Temperate House. It was a seminal moment, kicking off the countdown to May's re-opening" said director of horticulture Richard Barley.

[More: http://lei.sr?a=6P3E5_0](http://lei.sr?a=6P3E5_0)

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MY CAREER

Leisure industry professionals share how they got to where they are today

Gillian Oakland

OPERATIONS MANAGER

Kirklees Active Leisure

{ I love working with our customers, getting to know them, and helping them to achieve their goals }

Gillian Oakland joined Kirklees Active Leisure when she was 17 as a casual lifeguard. She now works as an operations manager for the company and is responsible for three facilities.



What is your favourite part of your job?

"I love the variety, every day is different. I love working with our customers, getting to know them as individuals and helping them to achieve their goals, whether it be to run a marathon or just to simply spend some social time in our facilities."

How have you developed in your career?

"I've been with Kirklees Active Leisure (KAL) for 14 years. I started as a casual lifeguard at Dewsbury Sports Centre when I was 17, and worked as a lifeguard and swimming teacher throughout university. After finishing my education I started working towards a management position. KAL supported me throughout my continuing professional development with various courses. After two years working as a duty manager at a small community site, I gained a position on the KAL Management Academy working towards the position of operations manager. I have now worked as an operations manager for several years. During that time KAL has helped me gain a Level 5 Management Diploma, as well various leisure management-specific qualifications such as NPMQ and IOSH."

What are your goals?

"My current goal is to successfully manage a new product for KAL. I currently oversee the operations of three centres within the Kirklees district, including Batley Sports and Tennis Centre, which is currently undergoing work that will see half of the tennis centre converted into a soft play facility and Tag Active arena. I'm really looking forward to being involved in this project."

What changes would you like to see in the industry?

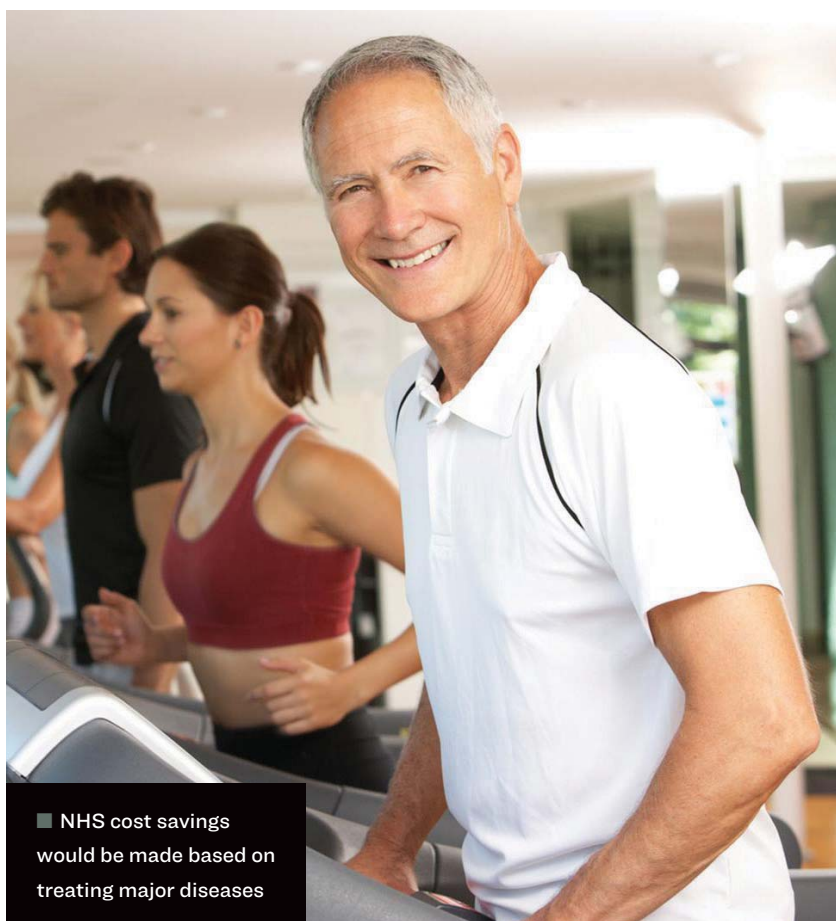
"I would like the perception that careers in leisure are only appropriate for young people challenged. I believe that leisure is for everyone and working in the industry isn't just for younger generations as a stop gap, you can create a worthwhile and fulfilling career in this ever-evolving industry."



■ Gillian Oakland began her career as a casual lifeguard

Activity is the best medicine

Getting over-65s active could save the NHS £12bn, according to a new report by Life Fitness and ukactive



■ NHS cost savings would be made based on treating major diseases

We need to make physical activity the natural choice from cradle to grave, putting exercise at the heart of our health systems

Failure to get older adults active could prove “catastrophic” for the health service and society, according to a new report.

The *Moving More, Ageing Well* report was unveiled at the ukactive National Summit in Westminster, where 700 leaders from government and the health and physical activity industries discussed the role of exercise in tackling society’s biggest challenges.

The report, by ukactive and fitness equipment provider Life Fitness, shows that supporting over-65s to meet recommended exercise guidelines could save the NHS more than £12bn in treatment costs and prevent up to 600,000 major diseases such as heart disease, dementia, type-II diabetes and cancers over the next decade, as well as creating substantial social care savings.

It proposes a nationally guided, locally owned ‘National Activity Therapy Service’ (NATS) that would see signposting to physical activity opportunities and practical advice on how to be more active feature in every contact between care professionals and patients. The service would also see specially trained exercise professionals embedded into GP centres.

The latest statistics show that one in five of the UK population will be aged



■ One in five of the UK population will be aged 65 and over by 2025

“ We must prioritise simple interventions and ensure every care setting has a joined-up strategy to provide physical activity ”

65 and over by 2025, with the report’s authors warning of the dangers if the country does not act now.

“We need to make physical activity the natural choice from cradle to grave and that means putting exercise – the miracle cure – at the heart of our health and social care systems,” said ukactive CEO Steven Ward.

During the research, Freedom of Information requests were sent to every local authority in England to paint a picture of the approaches to promote physical activity in publicly owned residential care homes. Of the 50 local authorities that responded, it was found that:

■ Just one in five (21 per cent) confirmed their care homes have a dedicated strategy to support residents reach CMO guidelines for physical activity.

■ Only 38 per cent said their care homes have a broader strategy to promote health and wellbeing, which includes specific provisions for physical activity.

■ One in four (25 per cent) stated their care homes specifically measure how much physical activity residents take part in.

■ Just one in three (33 per cent) confirmed care home staff are trained on the benefits of physical activity.

Professor Sir Muir Gray CBE, chief knowledge officer to the NHS, said: “What threatens to be one of the biggest crises of the 21st century can certainly be avoided if we prioritise simple interventions and ensure that every care setting has a joined-up strategy to provide physical activity at every opportunity.”



■ Sir Muir Gray spoke on the issue at the ukactive National Summit



Fairytales of a glacier spa

Leisure Opportunities takes a look at the stunning spa plans of architecture practice Johannes Torpe Studio



■ Johannes Torpe is the architect behind the spa design

Tales of trolls, elves, monsters and invisible men roaming Iceland's majestic volcanic landscape have inspired the design of a proposed spa and wellness retreat located next to a geothermal lagoon.

Architecture practice Johannes Torpe Studio have drawn on the topography of caves, craters and moss-covered lava fields found in the Snæfellsness peninsula to devise a spa that will be soaked in mythology and nature.

The region is home to a 700,000-year-old glacier-capped stratovolcano, which famously starred in Jules Verne's 1864 science fiction classic *Journey to the Centre of the Earth* as the passageway into a subterranean world. It is also known from the Icelandic saga of Baroar Snæfellsas, a half-man-half-troll who left the chaotic world of men behind to live in solitude inside the glacier, leaving his human self behind. Now the volcano could provide the backdrop for The Red Mountain Resort, an 8,600sq ft spa



■ Clockwise from top left, five of the spa experiences: Lost, Contemplative, Exposed, Confronted, Enlightened.

retreat that will take guests on their own version of Baroar's journey towards enlightenment, albeit within the surrounds of a 150-bedroom hotel and spa complex.

Panoramic mountain views and vast grassy wetlands will lead guests to the resort. Subtly camouflaged within the landscape, the red-hued hotel will "seem to magically appear just as they arrive."

At the heart of the resort will be an extensive spa, in which guests will voyage through emotional stages – contemplation,

“

We want to create the illusion that one is entering another world when they enter the resort

exposure, confrontation, clarity and enlightenment – much like Baroar did.

"We want to create the illusion that one is entering another world when they arrive at the resort," said studio founder Johannes Torpe. "It's a world that awakens and stimulates your senses in ways everyday life doesn't have the capacity to do.

"Our ambition was to create a spa that brings you closer to nature in a slightly exaggerated way, one that simultaneously grounds and liberates you."



We wanted to orchestrate an experience that reminds us of the fragility and constant strife for a more equitable world

Sir David Adjaye



A powerful statement

Architects David Adjaye and Ron Arad chosen to design UK Holocaust Memorial and Learning Centre next to Houses of Parliament



■ The architects have proposed a Court of Contemplation to be built as a space for reflection within the learning centre

Architecture firms Adjaye Associates and Ron Arad Architects and landscape designer Gustafson Porter + Bowman have been selected to design the UK's Holocaust Memorial and Learning Centre next to the Houses of Parliament in London's Victoria Tower Gardens.

An international architecture competition was launched for the project in September 2016, with design teams asked to imagine a building that "will honour victims and survivors of Nazi persecution, educate future generations about the dangers of where prejudice and hatred can lead and serve as a powerful statement of Britain's values as a nation."

Ninety-two teams entered, and this was narrowed down to a shortlist of ten, including lineups led by big names including Daniel Libeskind and Norman Foster.

The winning concept features 23 bronze fins, between which visitors



■ Visitors will enter the memorial through solitary entrance paths

“ This timely memorial will encourage and inspire peaceful coexistence and tolerance ”

will enter the building in an isolated, solitary way. These 22 paths represent the countries in which the Jewish communities were destroyed during the Holocaust. Each path eventually leads down into the Threshold – a generous hall which acts as a place of contemplation and transition into the learning centre below ground, where a ‘hall of testimonies’ will protect the stories of Holocaust survivors in perpetuity.

On leaving the memorial, the circulation route ensures visitors will emerge to see the classic uninterrupted view of Parliament – and the reality of democracy.

Adjaye said: “The complexity of the Holocaust story, including the British context, is a series of layers that have become hidden by time. Our approach to the project has been to reveal these layers and not let them remain buried

under history. To do so, we wanted to create a living place, not just a monument to something of the past. We wanted to orchestrate an experience that reminds us of the fragility and constant strife for a more equitable world.”

The competition jury – which included the Secretary of State for Communities and Local Government, Sajid Javid; the Mayor of London, Sadiq Khan; the UK’s Chief Rabbi, Ephraim Mirvis; and first and second generation Holocaust survivors – praised the winning team’s proposal to create “a living place, not just a monument to something of the past”.

The concept will now be further developed with stakeholders, victim groups and local residents. The final design will be subject to planning approval.

The government has committed £50m (US\$65.8m, €56m) to the project, which it hopes will be completed by 2021.



■ To maintain the park’s green space, the design team will place the Holocaust Memorial at the far southern end of the gardens



EXPRESSIONS OF INTEREST

MEPAL OUTDOOR CENTRE

East Cambridgeshire District Council is seeking expressions of interest for Mepal Outdoor Centre.

The Centre is approximately midway between Cambridge and Peterborough. It has operated for some years under a trust structure - catering for community users and school groups - but is currently closed, following a break-in and fire in December 2016. It is believed that a viable business can be developed with appropriate investment and a sound long-term business plan, and the Council is open to discussions around the most appropriate business structure and form of tenure.

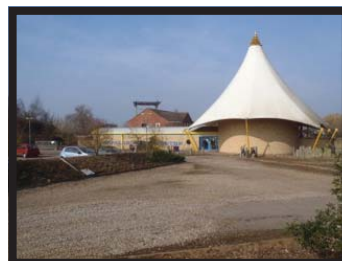
The total area is approximately 12 hectares (30 acres).

Facilities include:

- Water-sports lake & boathouse
- Student accommodation block (approx 38 beds) plus staff flat
- Range of land-based activity areas including high ropes installation
- Activity-hall and indoor climbing wall
- Camping area with small amenity-block
- Extensive parking

**Formal expressions of interest are invited, to arrive by
Monday 4th December 2017 (17:00).**

**For further information and the submission template
document, please email: leisure.moc@eastcambs.gov.uk
or visit our website at: <https://www.eastcambs.gov.uk>**



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We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com



Tennis Development Manager

Salary: £23,354 - £24,917

Kirklees Active Leisure is one of the most progressive Leisure Trusts in the UK and we're very proud of our achievements! We're continually developing ourselves and we invest heavily in our product and facilities to provide the best possible experience we can for our customers. We have over 3 million visits per year with an annual turnover more than £12m, with 25,000 members and 6,000 people on swimming lessons. We have also invested £1.5m into our facilities this year alone.

KAL have recently confirmed a £1.6m capital investment at Batley Sports and Tennis Centre in both the indoor and outdoor courts in addition to a new interactive play development which will transform the facility into an exciting family-oriented destination.

KAL are looking for a Tennis Development Manager to manage and deliver the community and commercial Tennis programme for KAL. As well as designing, implementing and managing the programme, the role will be responsible for maximising participation and commercial performance.

You will manage a team of coaches delivering safe, fun and progressive Tennis activity sessions to our customers, making sure that they have a great experience and with a focus on retention.

You will work closely with key partners to ensure a co-ordinated and joined up approach to achieve the successful delivery of the Tennis development plan.

We are looking to appoint an individual who is committed to achieving and exceeding the expectations of our customers. Our ideal candidate will be dynamic, have strong leadership and organisational skills, be analytical, highly numerate and show attention to detail.

Does this sound like you? If so, we'd love to hear from you.

In return, we can offer you a great package of benefits such as:

- Our Staff and Family Membership scheme, which provides virtually free facilities for you and a greatly discounted rate for some of your family.
- A great discount website which can save you and your family loads of money too!
- We have a generous annual leave entitlement an excellent pension scheme (West Yorkshire Pension Fund).
- We also like to have fun and celebrate our successes as often as we can.

CLOSING DATE: 26TH NOVEMBER

KAL

kirklees**active**leisure

Apply now: <http://lei.sr?a=z2J0R>

SWIMMING INSTRUCTORS



**Currently recruiting
for venues in:**

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

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

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

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

Instructor benefits

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

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

The essential ingredients

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

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

Interested?

APPLY NOW <http://lei.sr?a=P9N6O>



CENTRE MANAGER

Salary: Up to £35,000 pa

Plymouth Ski Slope and Snowboard Centre is part of John Nike Leisuresport Ltd. Our leisure facility encompasses a dry ski slope offering skiing, snowboarding, sno-tubing, and also a fully licensed bar and restaurant with function capacity.

We are now looking for a new Centre Manager to effectively manage and drive the business forward.

The ideal person will be customer focused, self-motivated, a problem solver and team player and be able to demonstrate the experience and skills required for this role. The role is extremely varied, and you will be managing a team of both contracted and casual staff.

It is essential is that you have a solid background within a leisure or hospitality environment, and at least 3 years at management level, and have an excellent business and commercial acumen. We would encourage applicants with a degree level, but again if you can demonstrate a methodical approach with excellent verbal and written communication then a lack of a degree will not preclude you. You will definitely be a self-starter with a proven track record of delivering and be flexible regarding your hours of work.

Whilst it would be useful for you to have knowledge of the ski/snowboarding industry this is not essential. Although we will expect your commitment to learning to ski or snowboard.

It is essential that you have managed people within a similar size operation. It would also be advantageous to have experience within a multi-use Leisure facility. If you are someone who can think outside of the box, have a passion for leisure, be a self-starter and thrives under pressure then this job may be exciting for you.

Benefits include:

28 days holiday per annum (including bank holidays)
Pension scheme with employer contribution
Life Assurance & Health Care
Discounts onsite and around the Group.



Apply now: <http://lei.sr?a=7p6S5>



PERSONAL TRAINERS

Help our members **find their fit!**

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

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

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

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

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

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

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



Nationwide
Opportunities

Apply now: <http://lei.sr?a=X4I2W>

CAN XERCISE4LESS OFFER YOU MORE?



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

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

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

GENERAL MANAGERS

SALES MANAGERS

MEMBERSHIP

CONSULTANTS

RECEPTIONISTS

PERSONAL TRAINERS

You will be:

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

Other Awesome Benefits:

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

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

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

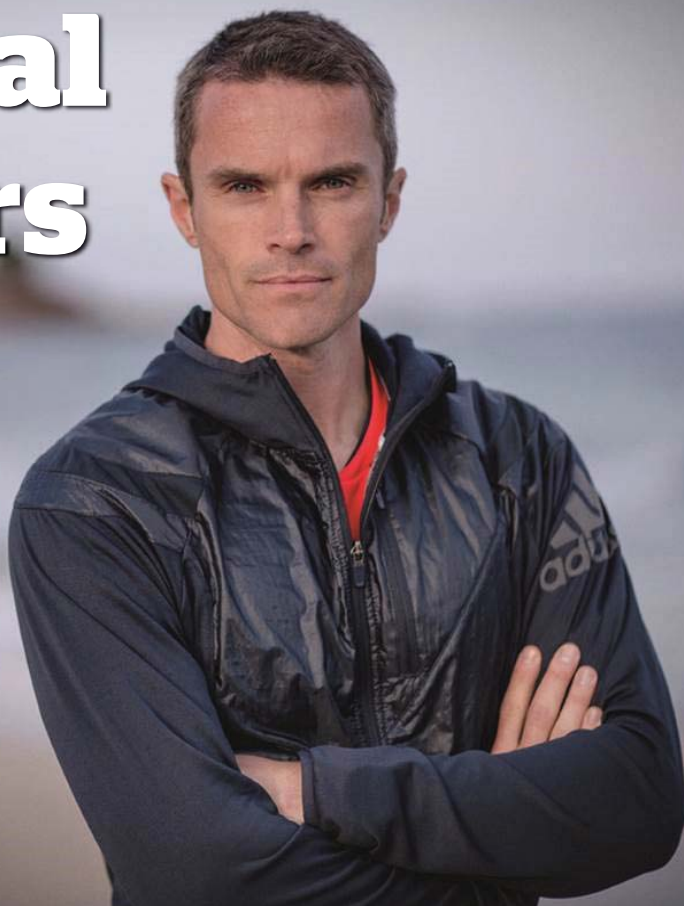
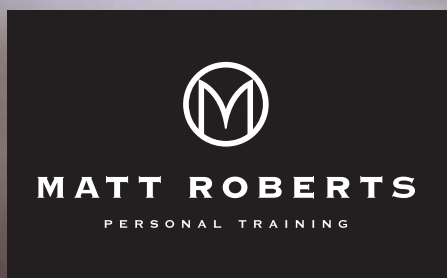


XERCISE4LESS

Personal Trainers

Salary: £25 - 30k+

Location: London



Matt Roberts Personal Training are seeking a knowledgeable, hard-working and reliable Personal Trainers for their City branch in London. With other locations in similar prestigious places such as Chelsea and Mayfair we require only the best of PT talent.

Ideal candidates will have 2 years experience of working in a similar high end environment and be able to demonstrate a commitment to achieving maximum client satisfaction at all times.

If you believe you fit the criteria above then please submit your CV and a covering letter for our consideration.

Only successful candidates will be contacted.

Apply now - <http://lei.sr?a=s9T40>

EARN WHILE YOU LEARN!

KICK START YOUR CAREER WITH EVERYONE ACTIVE
RECRUITING APPRENTICES NOW!

- ✔ **Do you have** a passion and enthusiasm for working within the sport and leisure industry?
- ✔ **Do you want** to receive free membership and use of over 140 centres nationwide?
- ✔ **Would you like** to gain nationally recognised qualifications?
- ✔ **Would you like** to earn while you learn?

We have a range of great career opportunities within our rapidly expanding company.

To find out more, visit -
www.leisureopportunities.co.uk/EAapprentice



INVESTOR IN PEOPLE



everyone
ACTIVE

Feel better for it



everyoneactive.com



[everyoneactive](https://www.facebook.com/everyoneactive)



[@everyoneactive](https://twitter.com/everyoneactive)

GENERAL MANAGER

Southend-on-Sea, United Kingdom

£30k OTE circa £40k

Simply Leisure Ltd, the multi-site leisure operator, is looking for a General Manager at Simply Gym Southend.

As General Manager you will take full ownership and responsibility for the business and deliver an excellent product and customer experience.

You must be customer focused and have a passion for high standards.

You will have experience of taking ownership and driving results.

You must be focused on sales and ensuring members stay at the gym and achieve their goals.

A REP's Level 2 gym instructor qualification is desirable for the role and you must have a minimum of 2 years experience of leading a team.

If you are interested in applying for this role, please apply below by the 29th November 2017 with your CV and an explanation of why you think you would be an outstanding success in this role. Interviews will be held on the 6th December 2017.

Apply now: <http://lei.sr?a=C1X9w>



General Managers

Location: South West



Are you looking for a new and exciting role that gives you more variety, challenges and opportunity than ever before?

Do you want to earn an industry-leading salary, with great benefits?

Are you ambitious and driven?

Are you currently working as a General Manager - perhaps at a health club, sports centre, entertainment centre, arts centre or visitor attraction?

If so, then we want to hear from you!

The skills and experience you have as a general manager are exactly the skills and experience you need to become a general manager with Hollywood Bowl Group.

The Hollywood Bowl Group PLC is the place to be if you want to be a valued player in a real success story. With 58 centres across the UK, built on the market-leading Hollywood Bowl, AMF Bowling and Bowlplex brands and exciting expansion plans, there's never been a better time to join us as a General Manager.

We have opportunities across the South West of England and are looking for excellent General Managers to come and meet us, explore our opportunities, have a tour of the centre, taste our menu, have an interview - and enjoy a game of bowling of course, at the **#Place2B**.

**hollywood bowl
group**

Be the Customer Service Champion

Lead, motivate and inspire your team to deliver service that delights our customers and keeps them coming back for more - proactively managing service to create loyal fans for your business.

Be the Leader and People Developer

Recruit, develop and motivate the most energetic and engaging team members. Give them the knowledge and skills to drive business performance. Support and coach them, through monthly performance reviews and behavioural goals, to deliver your vision.

Be Commercial

Bring the sharp financial insight to manage a successful P&L and drive the outperformance of your centre on a consistent basis - understanding the wider business opportunities, shaping the needs of your diverse customer base and continually developing fan loyalty as well as new footfall.

Be a Positive Energy

We love 'feel-good' people who are enterprising and full of fresh ideas - individuals with the infectious enthusiasm that makes everyone feel welcome, personalities who surprise and delight our guests on every visit, team players who only stop to celebrate success.

Be a Dynamic Operator

This is the place for your ideas - a place where you can develop business plans for your centre, work against your own personal, agreed objectives (as well as set KPI's) - and measure the effectiveness of all expenditure to ensure a maximum return on your investment.

Be the complete Business Manager

Your business will include a Cafe, lanes with a VIP area, bar, diner and amusements - so you'll enjoy the freedom to make a real impact across sales and marketing, driving the optimum financial and commercial performance of your business, in the ever changing leisure sector.

Be Rewarded

You can expect a very competitive salary, plus a great benefits package such as a healthcare cash plan, contributory pension scheme, free bowling and access to discounts at hundreds of global brands through Perkbox. More than that, our out-performance uncapped annual bonus scheme is the best in the industry, with realistic budgets set, encouraging you to unlock each and every opportunity that exists. And on top of that, you'll receive a quarterly bonus scheme too.

Be clever

And be quick - if you're a General Manager with the outstanding qualities above (and ideally your own car), don't miss out and apply today.

APPLY NOW
<http://lei.sr?a=I5H5U>



Heritage Capital Project Manager

Stockton-on-Tees, United Kingdom

£45,994 - £48,645 per annum

This is your chance to play an exciting role in Tees Valley's future development as a destination of heritage distinction and help grow our visitor economy. Tees Valley is home to much of Britain's greatest heritage and culture with significant landscapes and nature.

The Tees Valley Combined Authority is responsible for overseeing around £1/2 billion in investment funds, with more to come through new devolution deals. In May 2017, the residents of the Tees Valley elected a Mayor for the Tees Valley, who Chairs the Combined Authority.

We are investing in the amazing heritage of Tees Valley and want to create world-class heritage attractions which tell the powerful stories of our place.

We want to appoint an experienced attraction development capital project manager to lead the development at North Road in Darlington a place which will let the world learn more effectively about the birthplace of the passenger railway – the Stockton and Darlington Railway, and support the conservation and interpretation of the 26 mile route of the original railway into a walking and cycling heritage path. We are working with partners to realise this ambition before the 200th anniversary of the first passenger railway in 2025 – when we celebrate innovation and achievements which have helped change the world.

Could you be the person to deliver this amazing project and others? You will have capital development, capital fundraising and partnership development skills with a great understanding of how people enjoy heritage and become entranced by our most important stories. We will be similarly building opportunities to enhance our national maritime heritage and important sites at Kirkleatham amongst other sites for future development.

The Tees Valley covers five local authorities – Darlington, Hartlepool, Middlesbrough, Stockton and Redcar & Cleveland – with a combined population of 660,000 and borders County Durham and North Yorkshire.

The Authority incorporates the highly successful Tees Valley Local Enterprise Partnership and sustains strong links with the local business community and other partners. Together, we aim to create 25,000 jobs and £2.8bn extra growth by 2026.

CLOSING DATE - 26 NOVEMBER 2017

Apply now - <http://lei.sr?a=A9k1N>

Bristol
Zoo
Gardens



Chief Executive

Our mission is to save wildlife through conservation action and engaging people with the natural world. We achieve this mission through operating two zoos; Bristol Zoo Gardens and the Wild Place Project, and through our formal and informal education, conservation and science programmes.

Established in 1836, Bristol Zoo Gardens is the fifth oldest zoo in the world. The Wild Place Project was launched in 2013 on a large, rural site in South Gloucestershire and has enjoyed rapid expansion since its inception.

As the largest visitor attraction in the South West, our zoos have welcomed over 90 million guests and through our national and international field conservation programmes, we have helped save a significant number of species from extinction. We offer popular undergraduate and postgraduate degree programmes in collaboration with local universities and our award-winning education team has taught generations of school children the value of nature, wildlife and the impact our society has on the world.

We are now seeking a new Chief Executive to lead the Society through its next phase of development. In partnership with the newly appointed Chief Zoological Officer, you will ensure that our mission is delivered via an amazing visitor experience and through high-quality conservation, research and education.

Our new Chief Executive will have senior leadership experience gained in the leisure or visitor attraction sectors, ideally in organisations with multiple service lines. With strong commercial acumen, you will be able to articulate a clear vision and strategy to ensure increasing visitor numbers and financial sustainability for the Society. If you have the vision and passion to lead a values-based and committed team at this exciting point in our history, we very much look forward to hearing from you.

Closing Date: 11th December

APPLY NOW <http://lei.sr?a=f7x6g>



**Bristol Zoological
Society**
Saving Wildlife Together



Would you like to be part of a team that is the heart and soul of the award-winning Spa at Dormy House Hotel?

The Dormy House Hotel is part of Farncombe Estate which is situated in an idyllic hillside location and also includes the award winning Foxhill Manor and The Fish. We can provide amazing opportunities for ambitious individuals who want to develop their career within the hospitality industry.

Spa Attendant

Broadway, Worcestershire
Competitive Salary

We are looking for a Spa Attendant to support with the daily presentation, cleanliness and tidiness of the Spa, including all storage and back of house areas.

Spa Attendants also help with guest service, ensuring that our guests and members get the very best from their visit to our light and uplifting rural Spa.

The Spa Attendant ensures the provision of spa amenities & luxury items, linen deliveries, and may assist with the food and beverage service for spa guests.

The ideal candidate for the role of Spa Attendant will enjoy dealing with members of the public, you will need to assist our Spa Members with any queries they may have, and you'll also proudly maintain high levels of cleanliness within our Spa area.

Hours of Working:

Full-time, this role involves working five over seven days which will include weekends and bank holidays.

A high degree of flexibility is required.

Typical Spa Shifts can be;

6.30am – 3.00pm or 1.00pm – 9.30pm
(with an earlier finish on Sundays)

We are offering a competitive hourly rate and an excellent benefits package including 30 days holiday including bank holidays.



Spa Therapist

Competitive salary

You will be qualified to a minimum of NVQ 3 in Beauty Therapy or equivalent, and will ideally have experience of carrying out a range of treatments to an extremely high standard. You will excel at providing the best experience possible to your customers, and be able to demonstrate a passion for keeping your knowledge and techniques up to date.

In return, we provide;

- bespoke and ongoing training in both techniques and treatments,
- training and knowledge on the products and systems we use,
- an excellent commission structure on treatments given and products sold,
- competitive rates of pay and our fabulous industry leading benefits package.

Due to our rural location, candidates will ideally have access to their own transport.

If you feel you have the experience and skills we are looking for, then we would love to hear from you!

Apply now: <http://lei.sr?a=F5N2Q>

Assistant General Manager

Parkwood Outdoors

Location: Rufford Abbey Country Park

Salary: £40,000 per annum

Parkwood Outdoors, a subsidiary of Parkwood Leisure operates seven diverse contracts across the UK and is an experienced provider of education, activities, catering and retail within the outdoor market.

We are looking to recruit a Deputy General Manager at Rufford Abbey Country Park, Nottinghamshire.

Reporting to the General Manager of Rufford Abbey Country Park, the successful candidate will be required to take full responsibility for Operations at Rufford Abbey Country Park, ensuring the highest standards are maintained.

The post holder will ensure that the service provided meets the client expectations as well as consistently driving the commercial performance for the business and deputising for the General Manager when required.

The successful candidate is expected to have a minimum of 5 years of management experience within the visitor attraction industry and a recognised health and safety qualification.

If you believe you have the knowledge and skills required for the above position, please click on the link below.

APPLICATIONS BY: 30TH NOVEMBER 2017

Parkwood Leisure is an equal opportunities employer

Apply now - <http://lei.sr?a=z2C3G>