

# leisure opportunities

15 Dec 2017 – 12 Jan 2018 Issue 726

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## £100m pilot to get more Brits active

Twelve areas across England will take part in a £100m pilot to reach physically inactive communities, including those on low incomes, women, the elderly, minority groups and the disabled.

Public body Sport England will allocate the National Lottery funding over four years in an effort to transform the way sport and activity is offered – rallying local organisations and using what it described as “an intense focus” on barriers to activity.

Research from the body’s *Active Lives Survey* showed a quarter of the general population are inactive, meaning they do less than 30 minutes of exercise that gets them slightly out of breath each week.

By developing collaborations between voluntary groups, social enterprises, local authorities, faith groups, schools, GPs and parenting groups, it targets barriers such as poor transport, safety, cost and confidence.

“The barriers to getting active might have little to do with the activity itself, yet this is where we often start,” said Sport England CEO Jennie Price. “Working with all of the partners means we can think about that



Local leaders join pupils from Ley Top and Green Lane primary schools for the launch in Bradford

broader range of issues and work right across the local system to address them.”

The 12 pilot areas are: Birmingham and Solihull; Bradford; Calderdale; Doncaster; Essex; Greater Exeter; Greater Manchester; Hackney; Pennine Lancashire; Redcar and Cleveland and Middlesbrough; Southall; and Withernsea.

More: [http://lei.sr?a=X3a5k\\_0](http://lei.sr?a=X3a5k_0)



**The barriers to getting active might have little to do with the activity itself**

Jennie Price



### SPORTS

#### New Sporta chief executive on the challenges ahead

Cate Atwater talks about the survival of sports trusts

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### ATTRACTIONS

#### Coventry beats rivals to become next City of Culture

Coventry culture scene set for years of investment

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### FITNESS

#### From school drop-out to Outstanding Individual of 2017

Danny Drayson speaks on his Active Training award

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## Celebrity trainer **Mark Anthony** speaks on decision to sell Rush Fitness club to The Gym Group

Celebrity personal trainer Mark Anthony has sold his flagship budget gym in Aylesbury, Buckinghamshire, to fitness chain The Gym Group for an undisclosed sum.

The sale of the 13,000sq ft (1,208sq m) Rush Fitness club comes just four months after Anthony sold his Uxbridge and Southend-on-Sea gyms to Swansea-based leisure trust Bay Leisure.

Anthony, who previously owned a club in Notting Hill, London, where he trained celebrity clients including Katie Price, Billie Piper and Lucy Mecklenburgh, is planning to launch a boutique group fitness brand called 'First Light' in the capital.



■ Anthony is selling clubs as Rush moves into the boutique sector

**"We've thoroughly enjoyed operating health and fitness gyms in the low-cost sector for the past three years"**

"We've thoroughly enjoyed operating health and fitness gyms in the low-cost sector for three years," he said.

"Having sold our clubs in Uxbridge and Southend, we're now delighted to pass the Aylesbury Club

to The Gym Group and we're sure they'll make it even more successful."

Rush Fitness Aylesbury was a 24/7 gym, offering more than 50 classes each week, cardio equipment and a free weights training area.

The club, in Friars Square Shopping Centre, will be closed until 14 December while it is rebranded.

Nick Henwood, The Gym Group operations director, said: "Our aim is to offer the best value low-cost gym in town, giving great service to our members.

"We look forward to making sure existing Rush members are looked after and welcoming lots of new members."

## **Tim Reeve** welcomes the first collaboration between a British museum and Chinese partner



■ Reeve's team provided advice and training to help establish Design Society

The deputy director of the V&A, Tim Reeve, has welcomed the museum's new project in partnership with Japanese Pritzker-winning architect Fumihiko Maki in Chinese megacity Shenzhen.

In the first collaboration of its kind between a British museum and Chinese partner, the Sea World Culture and Arts Center (SWCAC), located in Shenzhen Bay, opened its doors for the first time earlier this month.

**"The UK's creative industries continue to be one of Britain's greatest achievements"**

The main component of the project is Design Society – a collection of leisure facilities including the V&A Gallery, founded by main developer China Merchants Shekou Holdings.

"Our role as founding partner of Design Society marks an important milestone for the V&A's history of international engagement, as well as

the design community of Shenzhen, with this the most significant international collaboration in our history," said Reeve.

"The UK's creative industries continue to be one of Britain's greatest and most enduring achievements, and we're delighted to be sharing our 165 years of experience and expertise with the wider design world."



■ Atwater said she would help trusts to find new opportunities

**"There are threats and it's a worrying landscape for our members – I will propose a way forward to help"**

## Cate Atwater focused on survival of trusts

Cate Atwater, the newly appointed chief executive of Sporta – the national association which represents leisure and cultural trusts – has admitted her members face a "worrying landscape" as economic pressure mounts in the sector.

Speaking to *Leisure Opportunities*, Atwater identified a series of concerns facing Sporta members, including keeping hold of their charitable status, VAT exemption, rising energy costs, local authority procurement, financial pressures and Brexit.

"My role will focus on member engagement and re-checking the priorities and needs

of our members," she said. "There are threats and it's a worrying landscape for members. Based on member needs, I will propose a way forward to help trusts survive.

"It's my responsibility to be aware of what those worries and threats are. It's a challenging role but times are challenging for our members."

She also spoke about the opportunities. "We're seeing the merging of trusts and an increase of single-site community trusts," she said.

"There's an increasing breadth of services being delivered by members. Trusts are developing and diversifying to help mitigate some of the threats."

# leisure opps

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■ Hurme has been a personal trainer and fitness writer

## Sami Hurme takes boutique club TRIB3 to Finland as global expansion gathers pace

**B**outique gym operator TRIB3 is preparing to launch in Helsinki, Finland, after Sami Hurme bought the rights to open studios in the northern European country, with a target of creating 18 new sites in total.

Hurme is hoping to shake up the fitness industry in Finland, arguing that it has become “lazy”.

“I’m very excited to become the first boutique fitness club provider in Finland,” said Hurme.

**“You’re only as good as you are today – that is the most motivating way of doing business”**

“Boutique concepts intrigue me because you have to be at your best every day – you cannot count on membership fees.

“You’re only as good as you are today and that is the most motivating way of doing business.”

Hurme, who has been a fitness writer and blogger for more than 10 years, founded personal training

programme X-Method and produced indoor cycling programme Flowride. He is also a tutor at Trainer4You, a personal training education institution.

The brand, which has a studio in Leeds and two in Sheffield, is in talks with a potential partner to take its brand into Asia, to add to planned studios in Moscow, Barcelona and Paris.

## Eldar Iskhakov reveals Anvio VR’s vision as brand moves into London market before taking on Europe

**T**he founder of Russian virtual reality company Anvio VR has announced plans for a global expansion, starting in London this February, before rolling out the free-roam VR experience across Europe and North America.

The Moscow-based startup set its sights on establishing multiple worldwide attractions earlier this year, with Eldar Iskhakov revealing to *Leisure Opportunities* confirmed deals for London, Miami and two locations in New York.

The company is in discussions with prospective clients to bring the model to locations



■ Iskhakov has been working on the company’s second VR game

**“We keep hiring new staff – our team has nearly doubled since we began work on our first game”**

including Berlin, France, Switzerland, the Middle East and Scandinavia. The company is also expanding

domestically, with plans for a second Moscow venue and a further Russian venture in St Petersburg.

Anvio is also putting the finishing touches to its second project – an adventure-style game taking players to an expansive fantasy world.

“This was four-and-a-half months of work,” said Iskhakov. “We’re looking at turning the game into a non-linear experience so players can choose the path they want to take.”

Iskhakov is planning new content for the free-roam system – the only VR system available with full-body tracking including hands and feet.

“We keep hiring – our team has nearly doubled since we began work on our first game,” he said.



■ Elliott still holds the British records for the 1500m and the indoor mile

## Former Olympian **Peter Elliott** joins Goalball UK board to develop elite performance

**P**eter Elliott, the former Olympic middle-distance runner, has joined the board of Goalball UK to help sustain its growth at both a grassroots and elite level.

Goalball is the only Paralympic sport designed for the blind and visually impaired, using a ball with a bell inside and string to mark the pitch and goal lines.

"I've become increasingly aware of Goalball UK over the past few years – the growth of the sport in this country has been astounding," Elliott said.

"It's been remarkable to see the success of the elite teams

and the rapid progression of players on the talent pathway.

"The tenacity and drive of everyone involved in the sport is something to behold and I'm excited to support a sport that does so much to transform the lives of participants."

Elliott was part of athletics' Coe, Ovett and Cram era – winning medals at a Commonwealth, World, European and Olympic level. He is currently the director of operations for English Institute for Sport.

Since London 2012, participation in goalball has grown by 425 per cent in the UK.

**"The tenacity and drive of everyone involved in the sport is something to behold and I'm excited to support a sport that does so much to transform the lives of participants"**

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## EVENTS

### Workout for Water raises £630,000

A global fitness fundraising initiative, Workout for Water, has raised more than £630,000 to help combat ongoing humanitarian crises around the world.

The campaign centred on a one-day exercise event by children's charity Unicef and global fitness brand Les Mills to provide funds to help children and their families gain access to safe water, as well as health care, nutrition and sanitation.

Using Les Mills' 19,000 gym partners and 130,000 instructors, workouts rolled out worldwide on 18 November, starting in New Zealand, with more than £36,000 raised in the UK alone.

"I want to thank everyone who took part and helped make Workout for Water a success," said Les Mills International managing director Phillip Mills.

Ongoing fundraising events are planned in fitness clubs and at Les Mills training events into the New Year, meaning the total will continue to rise.

Les Mills has also pledged to match the amount raised dollar-for-dollar up to USD\$250,000.

"Our aim is to keep the momentum going so, if you couldn't make it on the day, you can still support Unicef's incredibly important work," said Mills.

[More: http://lei.sr?a=v7B7C\\_0](http://lei.sr?a=v7B7C_0)



■ Funds will be used to help children gain access to clean water



“  
**The Workout for Water was a fantastic global event**  
Phillip Mills

## RESEARCH

### Office staff fear health impact of sedentary life



“  
**Back complaints were the most common worry**  
Teneale McGuckin

Nearly three-quarters of office workers say there is a negative relationship between sitting down all day at work and their health, according to a new study.

Sports scientists from James Cook University (JCU) in Queensland, Australia, surveyed 140 office workers about the relationship between sitting time and health.

"One hundred people said that more sitting time worsened their health," said JCU lecturer Teneale McGuckin. "Back complaints were the most common worry, then neck



■ Office workers were asked to propose solutions

aches and loss of muscle tone."

The respondents suggested behaviour changes such as alarms to prompt standing, software which freezes the computer for a period of time, standing in meetings or in the lunchroom, and using standing desks.

[More: http://lei.sr?a=U2W5k\\_0](http://lei.sr?a=U2W5k_0)



**ACQUISITION**

## Places for People acquires three Simply Gym clubs



**Significant investments are planned within the three clubs**

Sandra Dodd

Places for People Leisure has doubled its low-cost offering with the purchase of three Simply Gym sites.

The handover of the clubs, in Chesterfield, Hinckley and Telford, is expected to be completed this week for an undisclosed sum.

The sites will be run under the Places Gym brand, which was launched in May 2015 to expand the operator's reach, and range in size from 16,500sq ft (1,530sq m) to 24,000sq ft (2,230sq m), with a combined membership of 9,000.

It takes the operator's portfolio of Places Gyms to six, with sites



■ The acquisitions mean there are now six Places Gyms

also in Preston, Sheffield and Corby. The social enterprise said it is in the market for more sites.

"As part of the acquisition, significant investments are planned within the three clubs which will ensure we create vibrant, attractive and imaginative places," said CEO Sandra Dodd.

[More: http://lei.sr?a=y8B6F\\_0](http://lei.sr?a=y8B6F_0)

**SUPPLIERS**

## Technogym signs five-year contract at Loughborough

Technogym has signed a five-year contract with Loughborough University to supply its Powerbase gym on the campus.

Powerbase is one of the largest strength and conditioning gyms in the UK. It is used by Olympians, Paralympians and athletes, as well as Loughborough's elite squads, and offers training, recovery and rehabilitation facilities under one roof.

It is currently undergoing a £500,000 refurbishment that will see it become a Technogym Centre of Excellence. The refurbished gym is expected to reopen in December and will feature



**This is testament to our commitment to elite sport at all levels**

Steve Barton

more than 100 Technogym training stations, including 11 Olympic Power Racks and Pure Strength plate-loaded equipment, as



■ Loughborough will have a Technogym Centre of Excellence

well as a cardio area that will feature the EXCITE range.

"Our partnership with the world's best sporting university is a testament to our continued commitment to elite sport at all levels," said Steve Barton, MD of Technogym UK.

Commercial director at Loughborough University

Jo Simpson added: "We're proud to be entering a partnership as Technogym's Centre of Excellence. Looking to the future, this unified partnership is designed to develop the next level of athletic performance and consolidate our position at the pinnacle of global sport."

[More: http://lei.sr?a=w1h0Q](http://lei.sr?a=w1h0Q)

## PUBLIC SECTOR

# Edinburgh leisure facilities facing cuts

Pools, gyms, golf clubs and sports facilities across Edinburgh face an uncertain future following proposals for council budget cuts and new bills in 2018.

Despite the City of Edinburgh Council and Edinburgh Leisure insisting a decision to cut services has not been made, the council needs to make savings of £150m by 2023 and is carrying out a public consultation into service provision for 2018/19.

It says £21m of the savings are necessary over the next financial year.

Edinburgh Leisure, which operates 10 swimming pools, 15 gyms, six golf courses, an indoor climbing centre and

sports pitches in Edinburgh, could see its £8m annual budget cut by £420,000 next year alone, according to a revenue budget document.

The 46-page report reveals the introduction of maintenance charges for council-owned football pitches. The charges would cost the operator £375,000 a year.

In a letter to customers, Edinburgh Leisure chief executive June Peebles said: "Discussions are ongoing with the council on the proposed financial reductions and the potential impact on Edinburgh Leisure services. Neither party wants a reduction to services."

[More: http://lei.sr?a=w3r3Z\\_0](http://lei.sr?a=w3r3Z_0)



■ Edinburgh Leisure manages 15 gyms across the city



**Neither party wants a reduction in services**

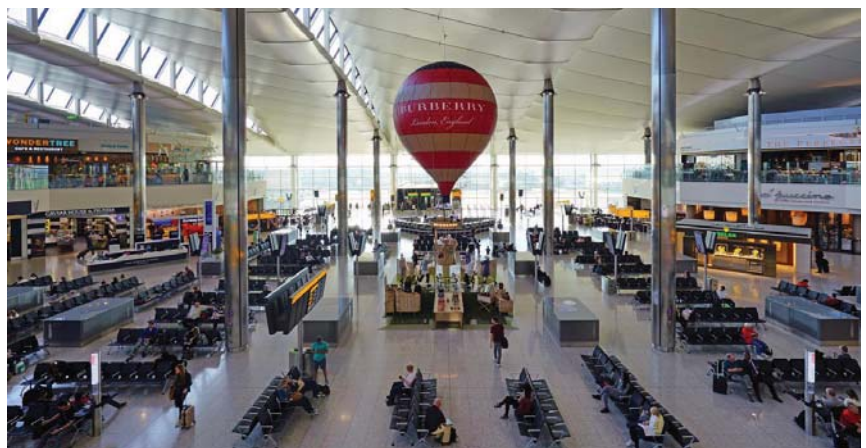
June Peebles

## INVESTMENT

# FlyFit targets new investors to open in three more airports

Fitness and wellness studio FlyFit is planning to expand to three more airports next year, while it puts the finishing touches to its first site at Heathrow.

The business, which offers both instructor-led and on-demand classes for travellers, aims to raise £750,000 through investment crowdfunding platform Crowdcube and has already achieved more than half of its



■ The brand launches at Heathrow T2 this winter, with plans for further airport sites

target, attracting 68 investors.

A statement from FlyFit said: "We are already in partnership discussions with multiple leading lounges, airline alliances, luxury airport concierge and large corporations."

Earlier this year FlyFit signed a deal with Heathrow Airport to open a studio in Terminal 2. The 3,000sq ft operation, secured on a nine-year lease, is due to open later this month.

[More: http://lei.sr?a=3P9y7\\_0](http://lei.sr?a=3P9y7_0)



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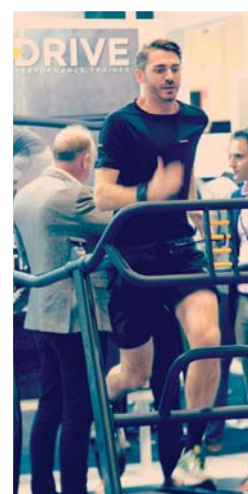


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"It was a fantastic place to get our product in front of decision makers from a lot of different sectors"

Tracy Morrell,  
Company Director,  
React Fitness



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## FOOTBALL

# Wembley lands seven Euro 2020 games

Four extra Euro 2020 matches will be hosted at Wembley Stadium, after UEFA said it could wait no longer for Brussels to confirm timescales for a new stadium.

The UEFA Executive Committee confirmed Wembley will host three group stage games and one round of 16 fixture, originally scheduled for Belgium, in addition to existing plans to stage the semi-finals and final in London.

While the FA celebrated the news, the Football Association of Wales released a statement saying it was “extremely disappointed” its bid to host the four matches at the Principality Stadium in

Cardiff had not been successful. Stockholm, Sweden, was the only other bidder.

To celebrate the 60th anniversary of the competition, Euro 2020 will be the first European Championship to be held across multiple countries. Wembley is one of 12 venues across 12 different cities that will host the 24 nations competing at the Euros.

“It’s an honour to be one of the 12 nations that will play a part in this prestigious tournament,” said FA chief executive Martin Glenn.

“I’d like to thank UEFA for giving us the opportunity to stage these games.”

[More: http://lei.sr?a=u8G9t\\_O](http://lei.sr?a=u8G9t_O)



■ Wembley Stadium will now host three group matches



**“It’s an honour to be one of the 12 nations that will play a part**

Martin Glenn

## REDEVELOPMENT

# Fulham’s Riverside Stand to create ‘world-class leisure destination’



**“The plans will add new facilities that the community will enjoy**

Alistair Mackintosh

Fulham Football Club has submitted an application to the London Borough of Hammersmith and Fulham Council for the redevelopment of the Riverside Stand at its historic Craven Cottage home.

New renderings released by Populous show how the stand has been designed with “an iconic roof design” to better connect with the river.

If approved, the scheme will see the creation of riverside pubs and restaurants, event facilities, green spaces and public access to a river walk along the River Thames, in



■ The plans include riverside restaurants and pubs

addition to nine new apartments at either end of the site.

“We’re confident the plans will both upgrade the current stand and add new facilities that everyone in the community will be able to enjoy and appreciate,” said Alistair Mackintosh, CEO of Fulham FC.

[More: http://lei.sr?a=K6G5m\\_O](http://lei.sr?a=K6G5m_O)

**HOCKEY**

## Hockey World Cup sees two new pitches for £600,000



**Every stage of the hockey pathway will benefit**

Esther Britten

Two state-of-the-art hockey pitches will be built ahead of the Women's Hockey World Cup in England next summer.

The pitches, costing £600,000, will be constructed at Lee Valley Hockey and Tennis Centre in the Queen Elizabeth Olympic Park.

They will remain in place after the tournament, providing new facilities for Great Britain's national and development squads, as well as university, school and hockey clubs.

The investment by UK Sport, The National Lottery, England Hockey and the Greater London Authority, also



■ Team GB won the gold medal match at Rio 2016

means London will have world-class pitches in place for the newly created Pro League in 2019, through which teams will now qualify for the Olympics.

"This means every stage of the hockey pathway, from junior to elite, will benefit from the Hockey World Cup," said Esther Britten, head of major events at UK Sport.

[More: http://lei.sr?a=r4C8M\\_0](http://lei.sr?a=r4C8M_0)

**NEW STADIUM**

## Crystal Palace reveals design for new stadium

English Premier League football club Crystal Palace has announced ambitious plans to redevelop its Selhurst Park stadium.

Club chairman Steve Parish unveiled the project, in which sports architects KSS were revealed as the practice tasked with overhauling a stadium which has been Palace's home since 1924.

The firm has previously redeveloped sports facilities including Anfield, Twickenham and Wimbledon.

The project, expected to cost between £75m and £100m, will increase



■ Plans include a five-storey stand and bigger pitch



**Our brief was to create an impressive sense of arrival**

Nick Marshall

the capacity at Selhurst Park from 26,000 to more than 34,000.

Nick Marshall, director of KSS, said: "Our brief was to create an impressive sense of arrival and an experience the fans can be proud of, retaining the special atmosphere at one of the best grounds in the country. It's already one of the best places to watch football and we certainly don't want to ruin that."

[More: http://lei.sr?a=5T2r3\\_0](http://lei.sr?a=5T2r3_0)

## Boccia helps reach people with learning disabilities

Sports coaches and occupational therapists have created a new programme to engage people with learning disabilities.

Social enterprise Sport for Confidence has developed new sessions to improve the offering, including Boccia, a ball sport that tests muscle control and accuracy as players propel balls towards a target ball. The programme will run at Waltham Forest Feel Good Centre, in Walthamstow, which is operated by GLL.

[More: http://lei.sr?a=t9k4F\\_0](http://lei.sr?a=t9k4F_0)



## Being diverse isn't just about who you employ

**W**hoever you are funded by, whatever you do, it is more important than ever that sport and recreation organisations better demonstrate their impact so they can continue to create more opportunities to unlock funding. This is the challenge facing the Sport and Recreation Alliance as well.

Competition for limited public funding is fierce. The Local Government Association predicts that there will be a £5.8bn funding gap by 2020, National Lottery sales are falling and central government funding continues to be squeezed.

The way funders allocate money has also changed. The government made it clear it wants to see public investment directed to activities which deliver on the outcomes of its sport strategy, *Sporting Future*. And in response, Sport England has committed at least 25 per cent of its resources over the next four years to getting the inactive active.

The good news is diversification of funding means organisations are more sustainable in the long run, and less vulnerable to short-term changes. But reducing the proportion of income you receive from one funding source isn't easy.

There are good examples of organisations in the sector using different approaches and being successful, which is why we have created sessions at some of our events called Sport Talks. These talks focus on making sure we continue to share what works and doesn't work so that our members and the wider sector can understand how to approach new challenges. In January, we will have

four Sport Talks involving our members sharing how they are approaching this funding challenge at our Fit for the Future Convention in Loughborough.

### Where there's a will

An example of a different approach to funding is the Mend Our Mountains: Make One Million campaign coordinated by the British Mountaineering Council, which aims to raise £1m for vital repair work in the UK's 15 National Parks via crowdfunding. This aims to harness the generosity of outdoor enthusiasts, support from businesses, corporates and charitable foundations, as well as inspiring a sense of pride and responsibility for looking after our most valued landscapes.

We know that the sector needs to continue to evolve as it takes on new challenges and seeks new opportunities to grow. The good news is that, as we have evidenced above, there is the will and the ability to do this within the sector. ●



■ Emma Boggis, CEO of the Sport and Recreation Alliance



Diversification of funding means organisations are more sustainable in the long run



■ The British Mountaineering Council aims to raise £1m through crowdfunding



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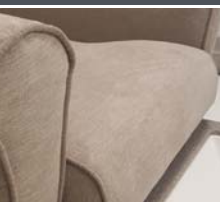
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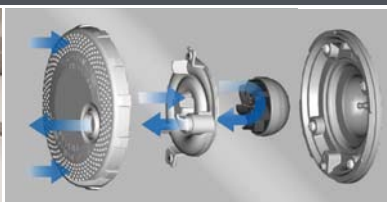
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## TRAVEL

# Expedia launches guide to organic spas

Travel giant Expedia has launched an 'organic spa finder', designed to help customers find authentic wellness experiences across Europe.

The interactive guide includes information on leading organic spas, detailing information on facilities, treatments and surrounding points of interest.

"We've listed a selection of spas offering something special for our guests – from cultural spa experiences to innovative treatments using locally sourced ingredients," a spokesperson for Expedia said.

Based on an online map, each destination spa in the selection is marked

with food or ingredient symbols, relating to the experiences available.

Providers include the Caudalie Spa at the L'and Vineyards spa in Alentejo, Portugal, which is marked with a grapefruit – symbolising the spa's treatments based on natural ingredients – while the Bernard Beer Spa in Prague, Czech Republic, is symbolised with a pint of wheat beer.

The spas have been selected by Expedia and the service will be hosted on the travel group's UK site – and marketed across the company's booking platforms.

[More: http://lei.sr?a=Q6r2c\\_0](http://lei.sr?a=Q6r2c_0)



■ Using an online map, each spa is marked with a unique symbol



**We've listed spas offering something special for guests**

Expedia

## SEASONAL

# Titanic Spa introduces winter wonderland for festive period



**We're constantly looking for ways to enhance the experience**

Warrick Burton

A Yorkshire eco-spa has created a 'snow garden' as part of its plans to attract more guests over the Christmas holidays.

The Titanic Spa in Huddersfield has introduced a dusting of snow, candles and fur throws to its outdoor relaxation zone. Described as a "cosy winter wonderland", the new area has been set up next to the heated spa pool and will stay open until the end of February.

It will add to Titanic Spa's Winter Rasul, which has been given the festive touch by infusing it with a pine fragrance.



■ The spa was recently named 'Best Luxury Spa'

"We're constantly looking for ways to enhance the guest experience," said managing director Warrick Burton. "Our spa terrace has become a popular space. With the addition of cosy blankets and mood setting lanterns and fairy lights, it makes a spa visit even more magical."

[More: http://lei.sr?a=j7E8N\\_0](http://lei.sr?a=j7E8N_0)

# Spa & wellness news

## EVENTS

### Dermalogica to open flagship London store



**It will be the go-to place for local residents and celebrities**

Glenn Poy

Skincare brand Dermalogica is opening its largest UK store this month, in Sloane Square, London.

The flagship store, located in the Duke of York Square shopping area, will include the full range of Dermalogica products and a range of skin services at the interactive Skin Bar or in one of four private treatment rooms.

Treatments include 'Face Mapping', a free 10-minute skin analysis that helps create a Skin Fitness Plan based on lifestyle and skin concerns, along with a 10-minute 'SkinSolvers' and ProSkin treatments lasting 30 or 60 minutes.



■ The new store will be in the heart of West London

"Dermalogica at Sloane Square will be the go-to place for local residents, celebrities and international clients who want to experience personalised, innovative skincare services and products that achieve healthy, glowing skin," said Glenn Poy, general manager at Dermalogica.

[More: http://lei.sr?a=I5T10](http://lei.sr?a=I5T10)

## TRENDS

### Ageing population leads to hot spring demand – Wallace

After 18 years as group spa director for Danubius Hotels Group, Wallace has left to focus on his consultancy business, Michael Wallace Consulting, which will specialize in hot springs and medical spa consultancy.

With more than 25 years' experience in the European spa and fitness industry, Wallace says an ageing global population means that there is a growing opportunity for spas.

"In Central Europe, we have a unique tradition of combining medicine, physiotherapy and physical rehabilitation with thermal



■ Danubius is developing Buxton Crescent & Thermal Spa



**The 'silver generation' provides opportunity for hot spring spas**

Michael Wallace

water to effectively treat and reduce pain for those suffering of musculo-skeletal conditions," he said.

"It's my aim to take this know-how and promote it on a global scale.

"The booming 'silver generation' provides the opportunity for hot spring spas – and even spas without hot springs – to seriously expand their business," he said.

[More: http://lei.sr?a=d3N5h\\_0](http://lei.sr?a=d3N5h_0)

### Sornson takes on marketing role at GWS and GWI

Kate Sornson has been named associate manager – marketing and communications – for the Global Wellness Summit (GWS) and the Global Wellness Institute (GWI).

Prior to the appointment, Sornson managed social media for both the GWS and GWI.

The spa management graduate has also worked as community manager and membership coordinator for the Green Spa Network, an organisation designed to help the industry be more efficient, sustainable and environmentally friendly.

[More: http://lei.sr?a=r2k4s\\_0](http://lei.sr?a=r2k4s_0)



## Professionally recognising your training is as easy as AIQ...

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# Active iQ



## NEW HOTEL

# Entrepreneur plans boutique spa hotel

Plans have been revealed for an independently owned boutique spa hotel in the heart of Norwich.

Designed by Hudson Architects, the hotel – to be located close to the city centre’s shopping quarter – will feature a spa on the first floor and 26 bedrooms across two upper floors.

The project is driven by hospitality entrepreneur Dennis Bacon, who already owns and operates the 38 St Giles boutique B&B and a restaurant in the city. He is also the founder of coffee chain Alchemista.

“We’re looking at having between six and eight treatment rooms and a whole range of other

amenities, which will offer the city its first five-star spa experience,” Bacon said.

“The emphasis will be on a range of therapeutic treatments, and we’re also looking at different wet room options and steam rooms.”

“A separate area at the front of the building will cater for manicures and pedicures and we’ll have a hairdressing salon.

“The treatment menu is likely to include a mix of western and authentic Asian therapies, and the spa design will reflect these influences.”

Plans for the hotel have been submitted to the council and construction could begin next year.

[More: http://lei.sr?a=f5z6f\\_0](http://lei.sr?a=f5z6f_0)



■ Bacon operates a boutique B&B and restaurant in Norwich



**We’ll offer the city its first five-star spa experience**

Dennis Bacon

## FACILITIES

# Hallmark hotel targets pro football teams and referees



**The training ground enhances our status in the resort community**

Daniel Graham

A hotel in Warwickshire hopes to attract professional football teams after investing more than £100,000 in a new training ground.

Hallmark Hotel The Welcombe, in Stratford-upon-Avon, has built a professional-standard pitch, including dugouts, to provide referee coaching for the Football Association and team coaching for professional sides.

The facility, which will also be open to local clubs and schools, is less than an hour from Leicester City FC, with Championship side Birmingham City also nearby.



■ The pitch is available for hire from £150 a day

Daniel Graham, general manager of The Welcombe, told *Leisure Opportunities*: “Opening our new football training ground has been a significant investment but enables us to enhance our status within the UK resort community.”

[More: http://lei.sr?a=A4a8q\\_0](http://lei.sr?a=A4a8q_0)

## What does 2018 really have in store?

**R**ecently published forecasts for hospitality suggest tepid growth in 2018. For the contract catering market, growth is expected to be 1.9 per cent and for hotels the forecast is for revenue growth of 2.4 per cent in London and 2.3 per cent in the rest of the UK. If these projections prove to be right, they're likely to be much the same as UK inflation, so not much in the way of real growth.

The biggest challenge moving forward is going to be the recruitment and retention of staff. I was talking to a successful restaurateur with a string of high-end restaurants in London. He has equity money behind him and his backers want to open another six restaurants but he won't do it. He knows the quality will suffer when they're unable to find the staff to run them.

As an industry, we've always relied on people from overseas coming to work in the UK. And now we are seeing people who came here to work moving to other countries such as the Netherlands, Spain and Germany.

We're dealing with a skills shortage and we need to focus on the retention of our European colleagues who are still here. It's essential they're accommodated within any agreement made on the movement of labour and border controls. Staffing costs will inevitably have to go up as competition becomes fiercer.

While the weaker pound is bringing leisure tourists in, it's also creating a harsher environment for hoteliers and restaurateurs as they have to deal with higher costs for imported goods. However, imported food and drink inflation is expected to slow down in early 2018.

So what else does 2018 have in store? Operators will need to get their heads around new data protection regulations which come into force on 25 May. For large companies, gender pay reporting will be a new requirement from April. There's plenty of international sporting action to look forward to, including the FIFA World Cup and the Rugby World Cup Sevens. The Royal Wedding in May will be good for tourism inflows, as well as providing some much-needed cheer. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



We're dealing with a skills shortage and we need to focus on the retention of our European colleagues



■ The Royal Wedding in May could provide a welcome boost

## CAMPAIGN

# Hello Kitty leads sustainability campaign

The United Nations World Tourism Organisation (UNWTO) has put a face to its sustainability campaign, unveiling Hello Kitty as ambassador to the International Year of Sustainable Tourism Development.

UNWTO's 'Travel. Enjoy. Respect' campaign aims to raise awareness of the value and contribution tourism can make towards sustainable development. Hello Kitty, Sanrio's most popular IP, will now support UNWTO with its advocacy effort.

"Travelling opens our minds and our hearts, and lets us see how we are equal," said Hello Kitty in a special video inviting people

to 'Travel. Enjoy. Respect'.

The campaign will run at outlets around the world and will provide visitors with a set of recommendations to help them make responsible choices when travelling.

"You can be the change you want to see in the world – you can be an ambassador for a better future," said Taleb Rifai, UNWTO secretary-general.

"Ensuring tourism is an enriching experience for visitors and hosts demands strong, sustainable tourism policies and practices, and the engagement of national and local administrations, private sector companies, communities and tourists."

[More: http://lei.sr?a=F8D7d\\_0](http://lei.sr?a=F8D7d_0)



■ Hello Kitty, Sanrio's most popular IP, will support UNWTO



**You can be the change you want to be in the world**

Taleb Rifai

## CHINA

# Hadrian's Wall and Great Wall of China join to boost tourism



**This is the perfect example of how heritage can grow tourism**

John Glen

Hadrian's Wall is partnering with its much larger counterpart, The Great Wall of China, to encourage tourism and increase cultural understanding of the World Heritage Sites.

Announced by John Glen, Britain's minister for Arts, Heritage and Tourism, the agreement will see representatives of both sites examine the challenges and opportunities of managing large and complex archaeological remains, and to explore the potential tourism growth in both countries.

The agreement is the first of its kind and comes from meetings in



■ The walls were discussed at government meetings

Beijing between the British and Chinese governments in February.

"The Wall to Wall collaboration is the perfect example of how heritage can be used to strengthen international partnerships, grow tourism and build a truly global Britain," said Glen.

[More: http://lei.sr?a=R8Q6z\\_0](http://lei.sr?a=R8Q6z_0)



## Tourism Zones plan offers a chance too good to miss



■ Kurt Janson, director of the Tourism Alliance

One of the key initiatives for the tourism industry this year has been the development of the Tourism Industry Bid under the government's *Industrial Strategy*. Its aim is to ensure important sectors of the UK economy are supported in a post-Brexit environment so they continue to provide the revenue growth and employment needed to drive GDP.

The *Tourism Industry Bid*, which has been developed by VisitBritain under the guidance of the Tourism Industry Council, was recently signed-off and is now being negotiated with government. It contains four main elements: a 10-year strategy to improve skills in the sector and to raise its profile as a career option; a plan to improve productivity through extending the tourism season; initiatives to improve the ability of people to travel to the UK; and the creation of 'Tourism Zones'.

### An opportunity to engage

The one that is generating the most interest in government is Tourism Zones. This proposal is based on the current Business Enterprise Zones initiative, whereby areas are created in which companies are given incentives, such as reduced business rates, to locate businesses in order to boost the local economy. Tourism Zones will operate in much the same way as Business Enterprise Zones but will benefit from a range of other tourism-related incentives which could include changes to planning rules to encourage appropriate development,

restrictions on the operation of businesses that are incompatible with tourism development or the relaxation of certain regulations that restrict tourism growth such as trading hours.

These zones will need cover a range of destinations, from seaside and rural destinations through to city centres. As the requirements for each area will be different, areas that bid to have a Tourism Zone should be able to choose from a menu of incentives to provide the most appropriate environment for tourism development and growth. Their circumstances might range from reviving and regenerating tourism destinations through to boosting the growth prospects of successful destinations. The ability to focus government policy and resources on specific tourism destinations provides considerable opportunities for the industry. ●



Areas that bid for Tourism Zones should be able to choose from a menu of incentives



■ The new zones could help revive tired tourist destinations

## CULTURE

### Coventry named next UK City of Culture

Coventry will be the next UK City of Culture, beating Stoke-on-Trent, Swansea, Sunderland and Paisley to the crown.

The announcement, by minister for Arts, Heritage and Tourism John Glen, will provide a cultural and economic boost to the city.

One of four shortlisted cities, plus the town of Paisley, Coventry will become the third City of Culture, in 2021, following Derry (Londonderry) in 2013 and Hull in 2017.

The city impressed judges with its focus on youth, diversity and its scale of impact across the UK.

"The title is an incredible opportunity for Coventry

to boost investment in the local economy, grow tourism and put arts and culture centre stage," said Glen.

"In 2017 I have seen the truly transformative effect this prestigious title has had on Hull.

"The city has embraced City of Culture and demonstrated how culture, the arts and heritage can bring communities together."

Panel chair Phil Redmond said: "Once again the process has highlighted the depth and strength of culture across the UK – that made it difficult choosing a winner."

[More: http://lei.sr?a=S9B3R](http://lei.sr?a=S9B3R)



■ Glen (third from left) made the announcement on the One Show



**The process highlighted the depth and strength of culture across the UK**

Phil Redmond

## THEME PARKS

### Fox deal could see James Murdoch become Disney CEO

Fox boss James Murdoch has emerged as a contender to become the new CEO of Disney, despite reports earlier this month that Bob Chapek was the man to take the organisation forward.

Disney has recently completed a £39bn takeover of Fox, with the company acquiring Fox's movie studio, cable channels and international units – Sky and Star India.

According to *The Financial Times*, British-born businessman James Murdoch, Fox CEO and son of media tycoon Rupert, could take over when Bob



■ James Murdoch, son of Rupert, is currently the CEO of Fox

Iger leaves Disney – his tenure extended to 2021 following the deal's conclusion.

"We're extremely proud of all that we have built at 21st Century Fox, and I firmly believe that this combination with Disney

will unlock even more value for shareholders as the new Disney continues to set the pace in what is an exciting and dynamic industry," said Fox chair Rupert Murdoch.

[More: http://lei.sr?a=3u4r6\\_0](http://lei.sr?a=3u4r6_0)

HERITAGE

## Allies and Morrison to revive gutted 18th century mansion



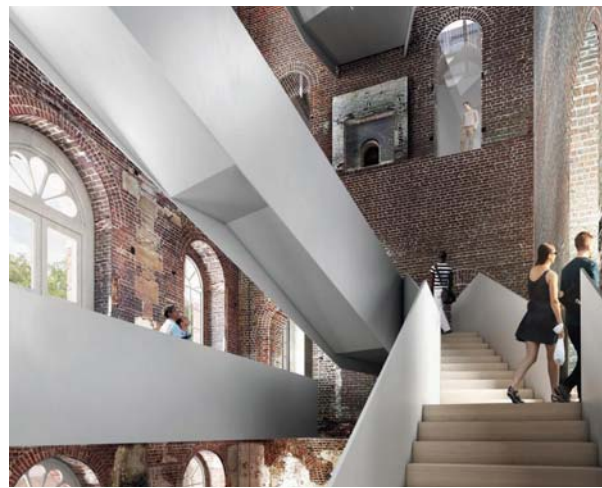
**We feel enormously privileged to unfold the story**

Paul Appleton

The National Trust has announced that architecture practice Allies and Morrison will reimagine and rebuild Surrey's Clandon Park, a historic Palladian mansion gutted by a fire in 2015.

The firm was selected ahead of five other rivals in an international design competition, organised by Malcolm Reading Consultants. In an unusual move, one of the other shortlisted practices, Purcell, has joined the winning ticket as conservation architect.

Clandon Park was designed by Venetian architect Giacomo Leoni in the early 18th century for a local baron.



■ Designs show a reimagined Clandon Park

Allies and Morrison partner Paul Appleton said: "We feel enormously privileged to unfold the story Clandon Park has to tell. It's about balance; meticulously reinstating historically significant spaces while in others exploiting the extraordinary character of massive brick walls."

[More: http://lei.sr?a=B9H2q\\_O](http://lei.sr?a=B9H2q_O)

FUNDING

## Eleven bid for Northern Cultural Regeneration Fund

Eleven locations from across the north of England have bid for a share of £15m in funding designed to build a legacy from the Great Exhibition of the North.

The Department for Digital, Culture, Media and Sport has received bids for the Northern Cultural Regeneration Fund from all over the region, with grants of up to £4m on offer.

The bidding pool consists of Cheshire and Warrington; Cumbria; Greater Manchester; Humber; Lancashire; Leeds city region; Liverpool city region; the North East; Sheffield city region; Tees



**It's fantastic to be celebrating and welcoming the public**

Karen Bradley

Valley; and York, North Yorkshire and East Riding.

Among these, Lancashire is looking to develop the Amuseum – the



■ Amuseum will explore Blackpool's role in industry

first museum to tell the story of British popular entertainment and Blackpool's role in that industry. Costing a total £10.4m, £3.9m will come from the local council, with the venue due to open in 2020.

Another bidder, Eureka! The National Children's

Museum, in Halifax, wants to expand by opening a new £11m site in Liverpool.

"These exciting bids demonstrate the scale of cultural ambition across the region, and reflect the great diversity of northern towns and cities," said culture secretary Karen Bradley.

[More: http://lei.sr?a=a4N8D\\_O](http://lei.sr?a=a4N8D_O)



# SIMWORX FLYING HIGH

Simworx launches the Mini Flying Theatre, a smaller footprint, budget-friendly option using the latest cutting-edge ride technology

**D**ynamic simulation attractions specialist Simworx has added a new attraction to its product range – the Mini Flying Theatre. Developed as a less expensive option to the larger Flying Theatre, also offered by Simworx in partnership with Dutch ride manufacturer Mondial, the Mini Flying Theatre brings this increasingly popular type of attraction into the reach of smaller operators, with both a more accessible price range and smaller overall footprint, but still utilising the latest, cutting-edge ride technology.

Featuring an immersive, large-format, quarter-dome screen concept, the Mini Flying Theatre offers 20 seats, which are accessed via entrance and exit routes on side gangways from a pre-show area, providing for an approximate hourly capacity of up to 250 guests. Riders are seated in a normal horizontal plane in four rows of five, two on each side of a central holding structure, one behind the other. As the attraction cycle begins, the seats are lifted into the air in a smooth transition to panorama mode in front of the dome screen, with the rear rows moving above those in front.

## Unique movements

Riders experience unique movements fully synchronised to the movie being played on the screen, including programmable heave and tilt along with forward and backward motion, while the sensation of flying is enhanced by the riders' legs dangling freely.

## TURNKEY SOLUTION

As with all its products, Simworx offers a full turnkey package for the Mini Flying Theatre which includes:

- In-theatre effects
- 3D projection system
- Surround sound
- Show control equipment
- Theming
- Pre-show/post-show
- Custom film productions
- 3D glasses and glasses cleaning machines



The Mini Flying Theatre has 20 seats, which are accessed from the entrance and exit routes on the side gangways

In-show effects such as water spray, wind, snow, bubbles, smoke and special-effects lighting provide operators with a truly sensational ride, which is sure to excite, surprise and entertain guests of all ages.

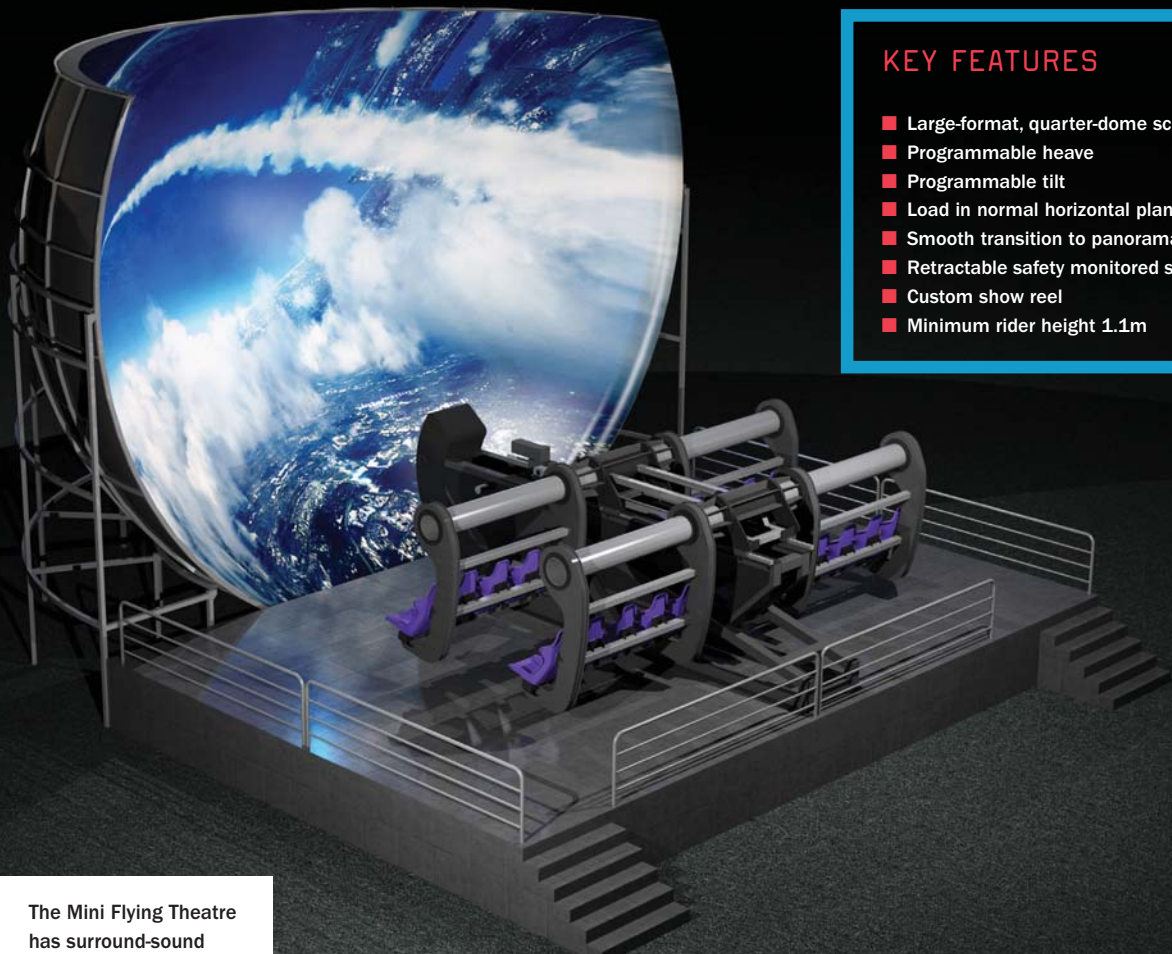
The Mini Flying Theatre is supplied with surround-sound audio and an HD2K or 4K 3D projection system. In addition to the motion synchronisation, the attraction is fully interfaced to projection and sound systems and uses custom show reels on a digital format AV solution. Retractable safety monitored seatbelts are also incorporated as a standard feature.

## Competitive price point

"The Mini Flying Theatre is a great addition to our product range and provides operators of all kinds of venues with an opportunity to add such an attraction at a very competitive price point," says Terry Monkton, Simworx managing director.

"Flying Theatres are proving popular with the whole family – something we have seen with our larger, 60 seat models. But for those with smaller budgets, they have often not been a realistic option. This latest Simworx development makes the possibility of adding a Flying Theatre much more credible for many more operators and I'm delighted we've now added it to our ever-growing range of media-based attractions." The first example of Simworx's newest product has already been sold and will make its debut in March 2019. ●

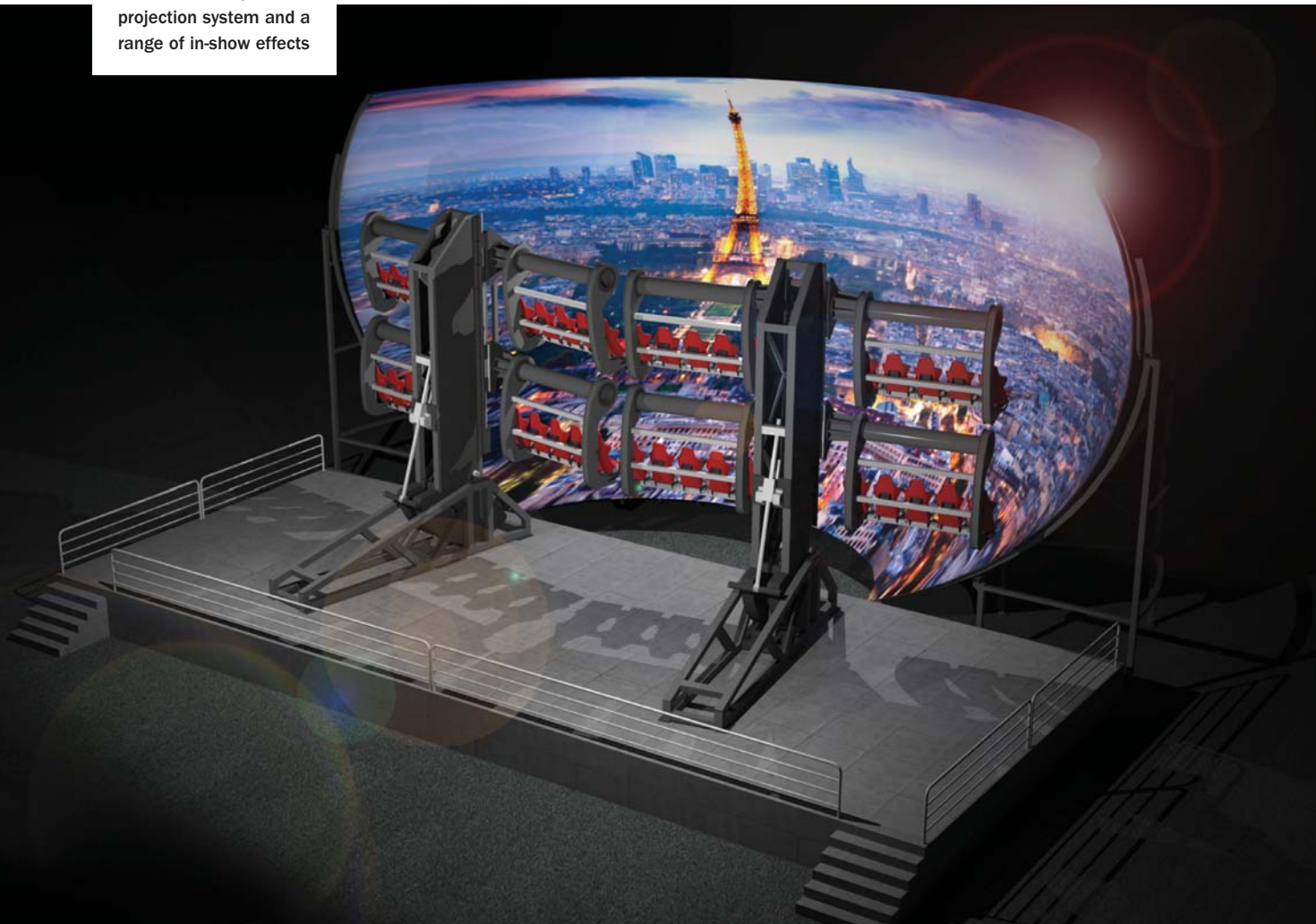
FOR THOSE WITH SMALLER BUDGETS, FLYING THEATRES  
HAVE NOT BEEN A REALISTIC OPTION. THIS LATEST SIMWORX  
DEVELOPMENT MAKES THE POSSIBILITY MORE CREDIBLE



## KEY FEATURES

- Large-format, quarter-dome screen
- Programmable heave
- Programmable tilt
- Load in normal horizontal plane
- Smooth transition to panorama mode
- Retractable safety monitored seatbelts
- Custom show reel
- Minimum rider height 1.1m

The Mini Flying Theatre has surround-sound audio, an HD2K/4K 3D projection system and a range of in-show effects



# Danny the Champion

*Leisure Opportunities* meets one of the stars of the Active Training Awards 2017 and catches up with some of the night's winners



“ This type of thing doesn’t happen to people like me. I’m living proof you can start with nothing and get to a good place ”

**D**anny Drayson has been on a journey from school drop-out to fitness and young person development ambassador at Life Leisure – and has now landed Active Training Awards’ Outstanding Individual of the Year title along the way.

The father-of-two, who collected his award earlier this month, joined Life Leisure’s Motivator Scheme in 2011, initially working as a volunteer before qualifying to receive certified training in fitness instruction.

Having climbed the ladder to become senior fitness coach at Life Leisure Grand Central in Stockport, Greater Manchester, Drayson is set to start a new ambassadorial role in January, where he will be responsible for developing young people entering the sector.

Speaking to *Leisure Opportunities* on his award, Drayson said: “It was the biggest shock – I didn’t think I was going to win. This type of thing doesn’t happen to people like me, it was surreal.

“Life Leisure has never been judgemental but at school it was different – I was judged and people still might be getting judged. I’m living proof you can start with nothing and get to a good place.”

The operator, which runs 12 leisure and sports centres, also won Medium Employer of the Year at the awards.





■ Life Leisure also picked up the Medium Employer of the Year award

To see Danny win a national individual award and be recognised by his peers is absolutely amazing

Life Leisure chief executive Malcolm McPhail said: “This is one of my proudest moments: to see Danny win a national individual award and be recognised by his peers is absolutely amazing.”

More than 250 thought-leaders from the physical activity sector attended ukactive’s Active Training Awards to celebrate successful workforce development throughout the industry.

For a second year running, Future Fit Training won Training Provider of the Year. “We’ve consistently tried to drive up standards and we’ve proven you can deliver high-quality training over a long period of time,” said MD Rob Johnson.

“We’re producing personal trainers, pilates teachers and nutrition advisors who can forge a career in the industry. We’re giving people the right tools to do the job.”

Elsewhere, Active Tameside won the Outstanding Achievement award for

overcoming significant organisational challenges through effective strategy, staff development and leadership.

Charitable social enterprise GLL scooped the Apprenticeship Provider of the Year gong. GLL’s apprenticeship scheme develops people at its Better leisure centres and GLL College – with 92 per cent of apprentices remaining in employment at the organisation.

1610, which employs 450 people at 19 leisure centres in the South West, won the Transformational Leadership award after restructuring to meet challenges of reduced public funding and the impact of the increased national living wage.

Other winners included: York Sport (Small Employer of the Year); Virgin Active (Large Employer of the Year); Premier Global NASM (Best Innovation); CanRehab (Specialist Training Programme of the Year); and Oomph! Wellness (Outstanding Achievement). ●



■ Future Fit Training managing director Rob Johnson praised his company’s focus on career progression



## Sports Village 2.0

BIG reveal the designs for their latest project – a sports and entertainment neighbourhood under a dramatic roof



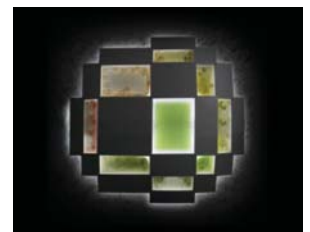
■ Bjarke Ingels

**A**mbitious plans for a 1.3 million sq ft (121,000sq m) sports neighbourhood have been unveiled by Austin Sports & Entertainment executives Andrew Nestor and Sean Foley. Designed by Bjarke Ingels Group for the home of rodeo in Austin, the East Austin District is described as “a world of worlds for sports fans, adventurers and music festival-goers to take the pilgrimage for the quintessential Austin experience”.

Underneath the distinctive latticed roof – inspired by Thomas Jefferson’s grid system for dividing America’s fields, forests and towns into square-mile sections – there will be a 40,000-seat stadium for soccer and rugby matches, music festivals and other major events.

There will also be a 15,000-seat multi-purpose arena for Rodeo Austin, musical acts, basketball, hockey and other programmes. The venue will include a 190,000sq ft (17,600sq m) area for hospitality and support functions,





■ The East Austin District will become a destination for soccer, rodeo, music concerts and communal gatherings

conjoining the two arenas and providing space for medical facilities, workshops and youth programmes.

The individual elements will be unified by all-wooden interiors based on the local barn and porch vernacular, while the rooftop will be covered in red photovoltaic panels.

Sandwiched between the buildings will be eight courtyards, conceived as outdoor 'living rooms' for public life where local people can gather for communal gatherings, food truck scenes and concerts.



Like a collective campus rather than a monolithic stadium, it unifies the elements of rodeo and soccer into a village of courtyards and canopies

"Like a collective campus rather than a monolithic stadium, the East Austin District unifies all the elements of rodeo and soccer into a village of courtyards and canopies," explained BIG founder Bjarke Ingels.

"Embracing Austin's local character and culture, this is a single destination composed of many smaller structures under one roof. Part architecture, part urbanism, part landscape – the East Austin District is the architectural manifestation of collective intimacy."





We want to create drama  
and depth using projection,  
light and sound reflecting the  
environment within The Deep

Heinrich and Palmer

# Into The Deep

Celebrating Hull's year as UK City of Culture,  
Heinrich and Palmer have transformed one of its iconic buildings



■ The partnership will combine ukactive's physical activity expertise and The Mix's experience of working with youngsters

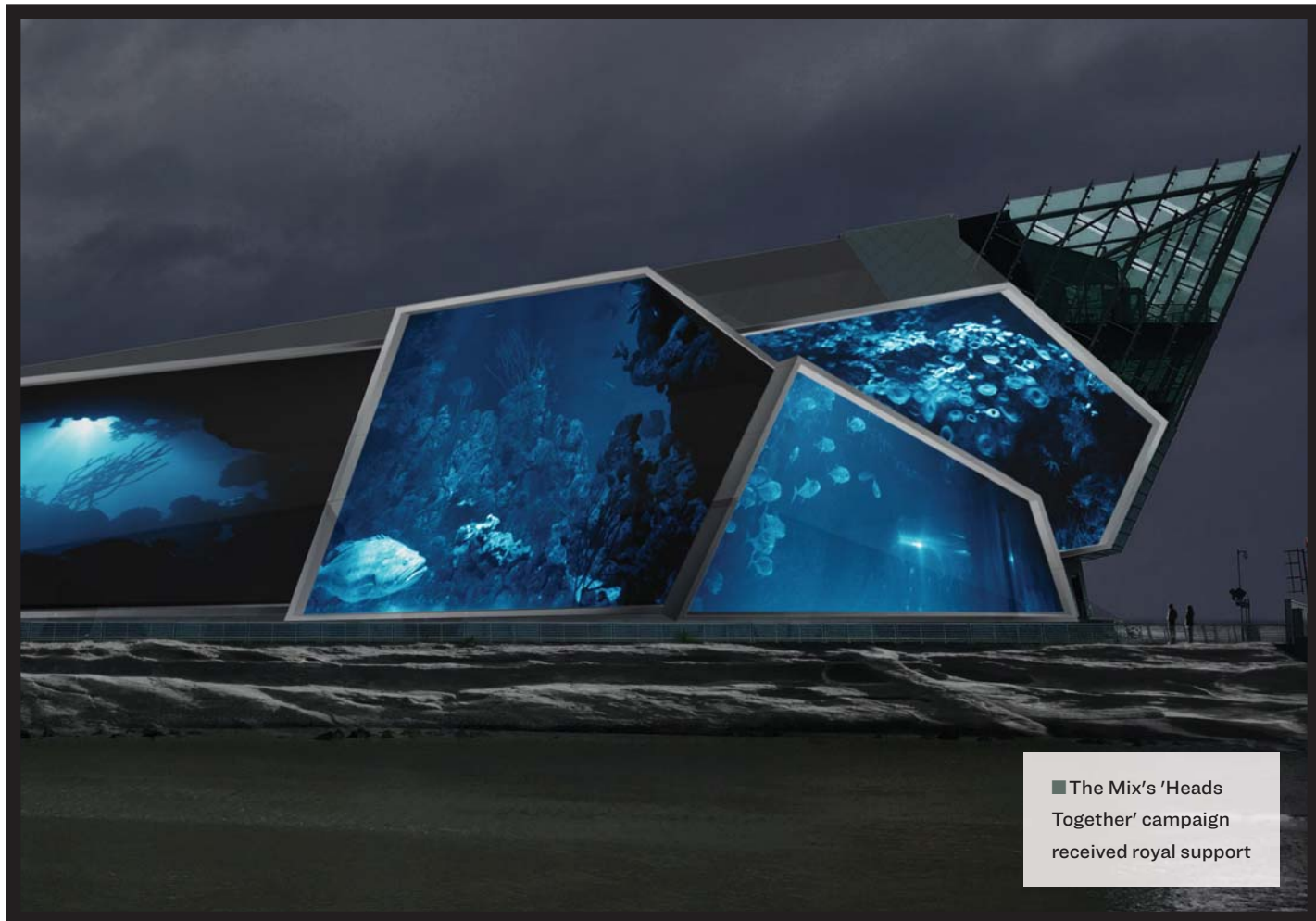
**W**ith its year as UK City of Culture coming to a close, Hull is wrapping up 12 months of public artworks by using light and sound to turn

The Deep aquarium into a giant art installation.

Beginning on 8 December, the iconic aquarium, designed by Terry Farrell and Partners, will be lit up spectacularly, as its architecture and façade receive a virtual remodelling.

Called Floe, images will be projected onto the side of The Deep, exploring the inspiration behind the structure, while also taking into account its position as a major visitor attraction, as well as an international conservation and research charity.

The concept comes from British artists Heinrich and Palmer, who have



■ The Mix's 'Heads Together' campaign received royal support

## “ When we delved into Sir Terry Farrell’s vision we uncovered images and ideas that sparked our imagination ”

worked together since 1991, and seeks to play on Hull’s historical links and modern relationship with the sea. The team has revisited the inspiration of the original design by examining rock samples and recording the sound of the sea.

“We want to create a sense of drama and depth using projection, light and sound reflecting the environment within and the geological associations underpinning The Deep’s design,” said Heinrich and Palmer.

“When we delved into Sir Terry Farrell’s vision and conceptual approach to designing the building, we uncovered various images and ideas that sparked our imagination.

“Geology holds clues to the history of the oceans. During the last ice age the ice sheet terminated in this area and we want to suggest a sense of geological change and deep

time linked to the rich aquatic life found in the world’s oceans.”

The three-day project will be the final commission of Hull 2017’s Look Up programme of artwork in the public realm.

The year’s programme featured 12 projects in total, including the placement of a 75m-long (250ft) rotor blade in the city centre and the installation of 16 giant galvanised steel columns.

The honour of UK City of Culture will be passed to Coventry next, with the city officially taking the title in 2021, minister for Arts, Heritage and Tourism John Glen announced last week.

The city beat off competition from the cities of Swansea, Stoke-on-Trent and Sunderland, as well as the only town to be shortlisted, Paisley.

The title was previously held by Derry (Londonderry) in 2013, the first location to have the honour. ●



■ The team recorded the sounds of the sea to add depth to the new experience



## STRATFORD-ON-AVON DISTRICT COUNCIL

### **Tender for the provision and operation of an Observation Wheel on the Council's Recreation Ground in Stratford-upon-Avon**

The Council is seeking an operator to supply and operate an observation wheel for approximately six months each year over a three year period commencing in Spring 2018; precise dates to be agreed. The Council reserves the right to end the licence at the end of each season.

Interested applicants may seek a Tender Pack from the address below.

**Tender Submissions must be returned in the envelope supplied no later than Wednesday 10 January 2018 at 12 noon.**

Following evaluation of the Tender Submissions returned an operator may be awarded the contract where the Council deems it suitable to do so.

**Corporate Property Services  
Stratford-on-Avon District Council**

Elizabeth House  
Church Street  
Stratford-upon-Avon  
CV37 6HX

Email: [helen.smith@stratford-dc.gov.uk](mailto:helen.smith@stratford-dc.gov.uk)



# leisure opportunities

Your careers & recruitment partner

## Recruitment headaches? Looking for great people? Leisure Opportunities can help

### Tell me about Leisure Opps

Whatever leisure facilities you're responsible for, the Leisure Opps service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is Leisure Opps special?

Leisure Opps is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 30th anniversary of Leisure Opps, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Health Club Management, Sports Management, Leisure Management, Attractions Management, AM2 and Spa Business/Spa Opportunities.**

### What packages are available?

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



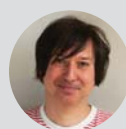
Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman



Gurpreet Lidder

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



## HEAD OF FOOD AND BEVERAGE

**Paultons Park, United Kingdom**  
**Competitive Salary & Benefits**



**A unique and exciting opportunity has arisen for a strategic catering lead to join one of the premier day visitor attractions in the UK due to the forthcoming retirement of the current postholder.**

Located on the edge of the New Forest and welcoming over one million guests annually, Paultons, Home of Peppa Pig World, is still a private family owned and run company.

This is a position for an experienced catering professional who is looking for the next step in what will already have been a successful career.

Reporting to the Commercial Director the role has direct responsibility for all food and beverage aspects of the Park including corporate functions, staff facilities and miscellaneous events.

The role will also have full responsibility for budget planning and control, implementing robust purchasing and stock control procedures to maximise profit and margins.

The department currently has a turnover in excess of £5 million annually.

Excellent salary and benefits package on offer for the right candidate. (commensurate with the senior level of the role)



**APPLY NOW:** <http://lei.sr?a=x0b0L>

# Business Development Consultant

London, United Kingdom, Competitive salary

With over 100% growth in the past year and installations with the majority of the world's top 25 club groups, Wexer is a global provider of virtual classes, present in more than 40 countries across 5 continents.

Our mission is to make world-class exercise accessible to more people by providing a convenient and non-intimidating way to exercise through the use of technology.

At Wexer we don't have customers, only partners and we work vigorously to earn and keep partners' trust and to secure long-term relationships.

## Main Purpose of Role

To be responsible for managing, implementing and driving the company's Northern European sales both commercially and operationally, creating robust, positive relationships and generating new business in the franchise and single site operator markets.

**Closing Date: 31 December 2017**

**wexer**

**APPLY: <http://lei.sr?a=y9K9v>**

## About the Role...

- To be successful in this role, you will be a sales ace with a partner-centric mindset.
- You will become part of a hard-working, high performing, young and dynamic team. We set the bar high and so do you.
- Direct Responsibilities: Sales and After Sales Services
- The BDC's main task is to generate sales from new and existing business and help building/growing strong relationships.
- The focus is in the UK, Scandinavia, Russia and Baltic regions and specifically with Anytime Fitness Franchisee leads and customers.
- The candidate must make sure clients experience a smooth transition from purchase to having a fully functional installation in their facility/club – and assist with any support.
- Contacting, winning and developing new potential clients, specifically among Anytime Fitness Franchisees.
- Maintain current customer relationships and ensure that upselling opportunities are acted on.
- Contact for franchises and single sites Sales & Services in the Northern European market.
- Assist the HBD with Key Accounts and large accounts on pre- and post-sales activities.
- Reporting of Sales statistics to HBD.

## Operational & Financial Control:

- Review new business revenue targets on a monthly basis to ensure achievement is on track and produce a profit and loss analysis.
- Communicate with the HBD on a weekly basis to ensure all business opportunities are being closed in line with sales strategies and agreed KPI's.

- To ensure all progress is reported in a clear and consistent manner.
- Ensure effective communication processes are in operation between all relevant business functions.

## Skills/Aptitude

- Ability to work under pressure
- Work well to deadlines and targets
- Works with minimal supervision
- Excellent verbal and written communication skills
- Ability to determine the needs and requirements of potential partners offering suitable solutions and overcoming objections as and when required
- Meets and demonstrates Wexer Virtual values
- Additional European languages are a benefit but not essential

## Essential

- Degree level qualification or equivalent, preferably in a Sports Management or related subjects
- Has substantial experience communicating effectively with key decision makers including: owners and franchisees.
- At least 3 years previous sales experience in a business to business environment Proven experience in sales, meeting and exceeding KPIs and targets.
- Proven commercial acumen of driving a revenue line within a business.
- Has experience in producing a sales plan, setting targets and producing budgets.
- Previous management experience; preferably of a team of similar size.
- Strong organizational skills with excellent attention to detail.
- Detailed knowledge of Fitness Industry preferred.





*Guernsey, Channel Islands and Jersey, United Kingdom Salary: Competitive*

**Hand Picked Hotels** is a collection of 20 country house hotels throughout the United Kingdom and the Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge!

We are currently recruiting for a Spa Therapist to join our team at the 5\* Grand Jersey Hotel and Spa.

**GRAND JERSEY**  
HOTEL & SPA  
ST HELIER, JERSEY

Grand Jersey Hotel & Spa is a stylish and contemporary 5 Star Hotel, guaranteeing guests an exceptional experience. The hotel offers the ultimate in comfort and glamour through a combination of award-winning restaurants, an exclusive, atmospheric Champagne Lounge and the luxurious, award-winning Spa. Grand Jersey Hotel & Spa also features the innovative Park Suites - a dedicated business centre with private cinema, meeting rooms and flexible event spaces. The hotel couldn't be better situated in St Helier, overlooking the majestic St Aubin's Bay and within a few minutes walk of the beach, shopping and leisure.

Our values support a family approach; we are passionate about our people as well as our hotels/clubs and welcome those who share our enthusiasm to join us. We seek vibrant people who believe that providing the highest level of guest service is the key to success.

#### THE ROLE:

Duties and responsibilities of a Spa Therapist include conducting all spa treatments to the highest standard whilst ensuring guest comfort and welfare at all times. You will also have to develop a good understanding of all treatments and products enabling you to actively encourage sales and inform clients about treatments.

The ideal candidate will also have excellent customer service skills and be polite and friendly. Candidates must have NVQ levels 2 & 3 in beauty therapy and ideally 1 to 2 years' experience with ESPA, Jessica product training an advantage but is not essential.

#### Handpicked hotels employee benefits:

- Holiday entitlement increasing with service
- Employee Assistance Programme
- Recognition and incentive schemes
- Generous employee hotel stay discounts
- Training opportunities
- Staff consultative committee/team member forum

We are currently recruiting for a Spa Therapist to join our team at the award-winning spa, within St Pierre Park Hotel, Spa & Golf Resort.

**ST PIERRE PARK**  
HOTEL, SPA & GOLF RESORT  
ST PETER PORT, GUERNSEY

Maybe it is the wide open spaces that give St Pierre Park Hotel & Golf Resort such a wonderful sense of freedom. Maybe it is the 35 acres of grounds or the golf course or the soothing treatments at the spa... The truth is that it is different for everyone, but the result is always the same - an exquisitely relaxing stay.

We are recruiting for a Spa Therapist to focus on providing high standards of service within our Award winning Spa with 5 treatment rooms, relaxation lounge and additional facilities including pool, sauna and steam room, creating fantastic memories for our guests. Your role will involve the provision of treatments to spa guests, ensuring they feel indulged and inspired. You will support in the achievement of upselling targets, matching Spa products with guest needs.

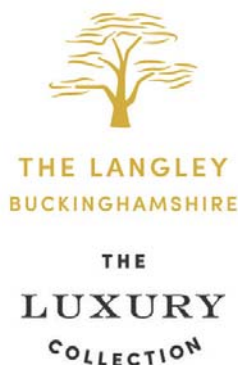
You will work as part of an experienced team and will be provided with excellent training and development opportunities with Elemis Spa products.

#### COMPETENCIES OF A SPA THERAPIST:

- You must be passionate about delivering outstanding hospitality to our guests and be willing to work flexible shifts including weekends and bank holidays.
- The ability to establish rapport and deliver high standards of service with a genuine and approachable manner is essential.
- NVQ level 3 or equivalent spa qualification is required.
- In return you will be rewarded with a fun and engaging environment.

*Our values support a family approach; we are passionate about our people as well as our hotels/clubs and welcome those who share our enthusiasm to join us. We seek vibrant people who believe that providing the highest level of guest service is the key to success. Candidates must be eligible to live and work in the UK and Channel Islands.*

**Apply now: <http://lei.sr?a=f9z3x>**



## MEMBERSHIP AND MARKETING EXECUTIVE

*Iver, Buckinghamshire, United Kingdom*

*Salary: In the region of £25k, bonus scheme,  
28 days holiday (including public and bank holidays) and uniform*

We are recruiting an experienced Membership and Marketing Executive for a 1,600m<sup>2</sup> new spa hotel currently under construction in Iver Heath, Buckinghamshire, due to open in May 2018. The former country estate of the Duke of Marlborough is being renovated to create a world-class five star hotel and spa, set in the heart of the Buckinghamshire countryside. We are building a state of the art facility, sympathetically blended into the original estate.

The position is an exciting opportunity to join the team prior to opening and to be an integral part of the membership sales strategy to ensure pre-opening targets are met. This is very much a hands on position and we are seeking a person with a proven track record and knowledge of successful membership sales, development and management. With an expectation of a low attrition rate the right candidate will be experienced at membership liaison, communication and event management to be the face of the club.

Reporting to the Spa Director, the successful candidate will take responsibility for the sales process including tours, inductions, payments and all communication with members, member event management and developing member relationships to support retention. Anticipated start date of February 2017.

### **Essential attributes:**

- A passion for customer service excellence
- Proven experience of membership management and sales
- A confident, front of house presence
- Results orientated
- Ability to work as part of a team
- Good IT skills to include Microsoft Office packages
- Driving licence and own transport
- Process and systems driven works within agreed procedures and frameworks

### **In addition, we offer the following benefits (Conditions apply):**

- Training programmes
- Meals on Duty
- Uniform Dry cleaning service
- Social events and activities
- Pension Scheme
- Discounted hotel and F&B rates globally (the hotel will be a member of one of the worlds leading luxury hotel brands)
- Childcare Voucher Scheme

**Apply now: <http://lei.sr?a=o3S9S>**

# exciting opportunities to be part of a growing organisation...

Freedom Leisure is a not-for-profit leisure trust which manages leisure and cultural facilities on behalf of partners across the UK. We are proud to be delivering high quality, locally-focussed services and are committed to their ongoing development.



## group commercial manager

As Group Commercial Manager you'll play a key role in our business. Your job will be to make a major contribution to devising and implementing the organisation's sales strategy to deliver optimum commercial success. You'll offer sharp analysis and enlightening insight that will drive our income growth. From delivering pricing plans to shaping customer-retention initiatives, you'll take responsibility for the commercial management of our customer base, as well as playing a fundamental part in increasing sales, revenue and improving margins. We're looking for a dynamic and driven individual to lead our commercial growth; are you up to the challenge?

**Location:** South or Central or Wales, ideally within our operating areas.

**Salary:** £57Kpa OTE package

For more information and to apply - <https://goo.gl/j2uZUs>

## contract manager - woking contract

Do you have experience in site management and the ability to continuously improve the facilities, both from an operational and commercial perspective?

We are looking for a Contract Manager, to join our team, working with our centres in Woking. You will be accountable for the business budget, performance across the centres and the management and development of a team of Site Managers.

**Salary:** £43Kpa OTE package

For more information and to apply - <https://goo.gl/tcwtN6>



## marketing manager - guildford / woking

We are looking for an exceptional individual to lead on the marketing for our centres in Guildford and Woking including Guildford Spectrum and Woking Leisure Centre. Managing a local marketing team you will need to create, own and implement strategic marketing plans using a variety of channels. These will include CRM marketing, digital platforms as well as print publication, advertising and PR.

**Salary:** £30Kpa

For more information and to apply - <https://goo.gl/7BZiXt>

**Working for Freedom Leisure, as well as a competitive salary, we offer benefits such as:**

- Freedom Choices, our very own employee benefit scheme, get discounts on travel bookings, high street vouchers, gift cards, cinema tickets, days out and more.
- Discounted staff membership (including family members)
- Cycle to work scheme
- Incremental holidays
- Employee Assistance Programme 24/7- confidential, independent and impartial source of support.
- Company pension (up to 6%)
- Childcare vouchers
- Team working environment
- Career progression
- Fully funded training

**Close date for all roles Friday 12 January 2018**



**freedomleisure**  
where you matter





# Duty Manager

Luton, United Kingdom  
Competitive salary



Trampoline Parks have become one of the most exciting businesses within the leisure industry. The business offers open jumping, parties, corporate events, food and beverage and much more.

We're looking for enthusiastic staff who can provide a friendly, courteous manner and responsive service to create an exceptional entertainment experience for our customers.

As a Duty Manager, you are responsible to lead your team to achieve stated objectives in sales, costs, employee retention, guest service and satisfaction, service quality, safety and cleanliness. Having a management background for at least one year from the leisure or hospitality industry would be an advantage.

You will have a vibrant and driven personality and help to provide a proactive and buzzing environment for everyone who visits the centre.

This role is hugely important to the business to ensure the site runs perfectly and exceed the customer's expectations. In addition to the rapid expansion plans in place - your progression can be rapid as well.



APPLY NOW: <http://lei.sr?a=L7r7u>

# Casual Swimming Teacher

**Active**  
Lifestyle Centre

**£9.89 per hour – Level 1, £11.91 per hour - Level 2**

**Location:** South Gloucestershire, United Kingdom

**Salary:** Competitive



Casual workers required on an ad hoc basis with no guaranteed hours of work. Various hours include days, evenings and weekends.

We currently have casual hours at all our sites for Level 1 and Level 2 Swimming Teachers, helping to deliver our Swimming Academy lessons, to both children and adults.

**Duties will include:**

- Teaching swimming to the ASA standard for children and adults.
- Keeping records of the learners achievements via handheld devices.
- Responsible for maintaining a safe environment at all times, following health and safety guidance.

You must hold an ASA Teachers Certificate or STA Level 1 or 2 qualification, demonstrate excellent communication skills, work as part of a team and be professional, passionate and inspiring at delivering our swimming programme. It would be desirable, but not essential if you have a current National Pool Lifeguard Qualification and First Aid certificate

*This post is subject to an enhanced Disclosure and Barring check (DBS).*

## About Active Lifestyle Centres

Active Lifestyle Centres are run and operated by Circadian Trust. Our focus is on health, fitness and fun through activity. We offer state-of-the-art gym equipment and facilities alongside ASA accredited swim programmes, community clubs and leagues, traditional sports and exciting climbing and adventure play.

**CLOSING DATE:**  
**31st DECEMBER 2017**

**APPLY NOW**  
<http://lei.sr?a=Q5I2I>





**£23,166 - £26,080 (depending on qualifications and experience)**

Everybody Sport & Recreation are looking to recruit an Area Aquatic Lead to join our Aquatics Development Team following a significant increase in participation over the last 12 months.



If you are passionate and enthusiastic about swimming, with a clear interest in swimming lessons, we would like to hear from you.

This is an exciting opportunity that will allow the successful candidate the chance to join a growing and ambitious Trust.

Everybody Sport & Recreation are a charitable trust that operates across the area of Cheshire East.

‘Developing our people’ is at the heart of our business plan and we aim to attract and develop the best people with the most potential to drive our business forward.

The successful candidate(s) will be responsible for the management, delivery and coordination across a range of ‘Everybody SWIM’ products, including the Learn to Swim Scheme at Wilmslow & Poynton Leisure Centre(s).

We are looking for somebody who is qualified to Swim England/ASA Level 2 (Teaching Aquatics), that is experienced in coordinating and delivering in a busy and successful ‘Learn to Swim Scheme’.

The role will involve a focus on both sales and customer service so a background in each would be preferred. The successful candidate must also be willing to undertake further study to progress career.

This role will support our Aquatics Manager and General Area Managers in increasing revenue and participation through improved quality of aquatic related products, whilst ensuring all lessons adhere to the agreed Everybody Sport & Recreation standards.

The role will involve travelling; therefore a method of suitable transport is essential for the successful candidate.



**APPLY NOW: <http://lei.sr?a=V9G1d>**





# Boys Games Coach

## (Football, Rugby, Cricket)

**Maidenhead, United Kingdom**  
**Competitive Salary**

**The well established and recognized St. Piran's School is currently looking to find an enthusiastic and experienced individual to take on the pivotal role of Boy's Game Coach.**

The successful Boy's Game Coach candidate will have a rugby specialism and will also be comfortable coaching football and cricket to Year 3 - 6 boys. It is essential that candidates are experienced and have an outstanding record in their chosen specialism.

The role is available immediately and will require availability during the following hours. Monday 2.40pm – 4.20pm, Tuesday 2.40pm – 4.20pm,

Wednesday 2.00pm – 4.20pm, Friday 2.00pm – 4.20pm, term time only

To find out more about the excellent facilities at St. Piran's School and to apply for this position, please click 'Apply Now' below.

Interviews will take place as applications are received.

St Piran's is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All successful applicants will be required to undergo child protection screening including checks with current and previous employers and the Disclosure & Barring Service.

**CLOSING DATE: 20 DECEMBER 2017**



**ST PIRAN'S**  
Inspiring Confidence

**Apply now: <http://lei.sr?a=L9Z9u>**



## Duty Manager

Liverpool, United Kingdom

£21,164 - £23,876 per annum dependant on experience

Formby Pool Trust is a small but busy independent charitable organisation running leisure services in partnership with Formby Land Trust and Sefton Council. Our swim school and gym are very successful and busy and we are looking for a **Duty Manager** to join the team.

We are seeking to recruit a highly motivated and enthusiastic individual to promote and develop our popular swimming programme.

As a Duty Manager, you will report to the Head of Operations ensuring the efficient day to day operation of the Centre.

This is an excellent opportunity for an enthusiastic and committed leisure professional who possesses good customer service skills working as part of a team or on their own initiative.

Successful candidates must have the ability to 'champion' swimming. Excellent communication skills at all levels are essential with practical knowledge, experience and understanding of the current ASA framework.

Swim teaching training and Pool Operations can be given to the right candidates. Working hours will be based on a shift pattern involving a mix of weekdays and weekends covering daytime and evenings.

**Applicants MUST hold:** - A Current RLSS National Pool Lifeguard Qualification, as well as knowledge of Health and Safety.

In return, we offer you personal development opportunities, company pension scheme and other benefits.

*The appointment is subject to satisfactory references, medical and DBS clearance.*

**Closing date: 19th December 2017**

**APPLY NOW: <http://lei.sr?a=Z8W6E>**

# DUTY MANAGER

Northcroft Leisure Centre, United Kingdom

Salary: £20,000



An exciting opportunity exists within our West Berkshire Contract. Northcroft Leisure Centre boasts a 25 metre, 6 lane Swimming Pool, 65 station 'Expressions' Fitness Gym, Sports Hall, Cafe & Bumpers. This is an excellent opportunity for an individual looking to develop within the leisure industry.

Reporting to the Centre Manager, the successful candidate will be responsible for day to day operation of the centre including health and safety, customer care, financial procedures and leading and managing the recreation staff working. The post includes evenings and weekend working over 40 hours per week.

An NPLQ and First Aid at Work certificate is essential and Pool Plant Operators qualification is desirable as well as a recognised Leisure Management qualification.

The successful candidate should have previous knowledge of the leisure industry. Excellent communication skills, flexibility and a commitment to customer service are essential.

If you believe you have the knowledge and skills required for the above position, please send your C.V. stating current salary to: Matt Bowsher, Centre Manager, Northcroft Lane, RG14 1RS or apply on-line now.

A full Job Description is available upon request

Position subject to DBS check.

Closing date: 29th December 2017

**APPLY NOW: <http://lei.sr?a=FOP2d>**





As part of Soho Gyms' continued development into the New Year we are recruiting for a

# GENERAL MANAGER

## FOR OUR BOROUGH GYM



### It's all about YOU

Soho Gyms currently has an opportunity for a **proven strong and experienced** General Manager as we continue to expand.

You'll need to be confident in taking responsibility for the day to day running of the gym and in motivating the team to achieve the high standards of service our members expect. You'll already be proven at corporate and membership sales with experience in administration, staff supervision, leadership and member engagement and other gym and related service management.

So, you will be confident and competent in the management of a 14,000sq ft gym, 2 studios and vast GX programme coupled with a functional training zone and spa!

Soho is privately owned with 23 years of fitness in London with a large PT division and a supporting fitness Training Academy.

We require an engaging proven leader to motivate and drive our team to deliver on this new investment as well as achieve high standards of service, product and ultimately results. At Soho we believe in empowering our team, expectations are high, so to are the rewards!



**Send your CV & covering letter to  
[operations@sohogyms.com](mailto:operations@sohogyms.com)**

**Recruitment  
opportunity**



# Gymnastics Coach

We are looking for a fully-qualified gymnastics and trampolining coach that's looking for something new. We're looking someone who is motivated and results-driven to join our successful Children's Activity Sports Coaching team to help us achieve our mission of getting people active for at least 30 minutes, five times a week.

If you're dedicated to helping kids have fun, get fit and improve their general health and well-being in a safe environment, as well as holding a level one or two qualification in gymnastics and trampolining coaching, then we want to hear from you.

We also need you to be fun, friendly and approachable to the children, parents and other customers and we need you to be passionate about helping everyone unlock their true potential. You never know, you could be coaching the next Beth Tweddle, Louis Smith or Max Whitlock.

But why should you join us? Well, apart from the good rates of pay and the flexible working hours, you can also enjoy full membership at our 150+ centres absolutely free, while you'll also get to work in a friendly, uplifting and lively environment.

If any of this sounds like it could suit you, then we'd love to hear from you. For more details click the link below.

**Apply now:** <http://lei.sr?a=N4HIY>

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



**everyone  
ACTIVE**

Feel better for it



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

Recruitment  
opportunity



# Swimming Teachers

Everyone Active's award-winning swimming lessons are among the best in the business, and our superb swim teachers are a key part of that success. To help keep up these very high standards, we're looking for qualified swim teachers to join our team.

We're looking for a very special sort of person to fill this role and, if you think you fit these criteria, we'd love to hear more from you. We need you to hold a minimum Level 2 teaching qualification, as well as being up-to-date on all the latest teaching techniques.

But most of all, you need to be passionate about helping people learn this vital – and fantastic fun – life skill according to the Learn to Swim Framework (LTSF) as well as focussed on making sure that your pupils enjoy their lessons and that you can motivate yourself to continue to work to high standards.

Come and work with us, you'll receive a supremely competitive hourly rate and work in a lively and friendly environment, as well as enjoying a whole host of benefits that include free membership to our 150+ centres nationwide.

If this sounds like you, we'd love you to get in touch.  
For more details click the link below.

**Apply now:** <http://lei.sr?a=6a7M4>

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



everyone  
ACTIVE

Feel better for it



# Health and Fitness Instructor

**Location:** Hatfield, United Kingdom

**Salary:** Up to £15,090  
(plus attendance bonus scheme)

**CLOSING DATE:** 5<sup>TH</sup> JANUARY 2018



At Finesse Leisure Partnership we provide career opportunities for people looking to work within the leisure industry who are willing to support our success in providing a diverse portfolio of Indoor and Outdoor leisure activities within the Hertfordshire area.



## Why join Finesse?

Finesse is a not for profit organisation that supports the local Hertfordshire community by encouraging people to keep fit and healthy. We have a growing customer base that enjoys the use of our indoor and outdoor fitness facilities from gym membership, swimming lessons, golfing activities to sailing, canoeing and windsurfing.

At Finesse, we value our employees and recognise that our people play an integral role in delivering company success. In return for your contribution and performance, we provide numerous learning and development opportunities to support personal growth and career development. We provide forums for our employees to have a voice with the aim of creating a positive working environment.

We reward employees through a range of company benefits including competitive salaries, life assurance schemes, discounted gym membership, attendance bonuses and long service awards

## The Role:

We are looking for an enthusiastic individual who wishes to develop their skills within the Health and Fitness industry.

Duties will include gym inductions, reviews and fitness assessments, along with retention management of your client database. There are also opportunities to earn additional income from teaching classes and carrying out PT.

It is desirable that applicants have a GP Referral qualification and be prepared to further develop their skills in line with business opportunity.



If you have the drive, personal skills and attention to detail required for this key role then apply today: <http://lei.sr?a=v1D4e>