

## £10m donation for National Theatre redevelopment

By **Pete Hayman**

Plans for a £70m overhaul of the National Theatre (NT), London, have been boosted with a £10m donation from board member Lloyd Dorfman.

The philanthropic gift from Dorfman – the founder and chair of foreign currency exchange group Travelex – will form the "cornerstone" of the organisation's drive to raise funds for the NT Future project.

London-based architects Haworth Tompkins have worked in partnership with the theatre on the development proposals, which is designed to open up the iconic South Bank venue to a wider audience.



**Development plans aim to open up the venue to a wider audience**

Following the £10m donation, the NT has announced that the Cottesloe Theatre is to be renamed the Dorfman Theatre upon completion of the scheme.

Dorfman said: "I've been privileged to play a leading role at the National Theatre over the past eight years, in particular with the pioneering Travelex £10 Tickets season,

which has made world class drama more accessible.

"Individual and corporate support is vital to building on London's leadership in the arts and I hope others will join me in wanting to build on the National's role at the heart of modern theatre and sustaining it long into the future."

NT director Nicholas Hytner added: "When we were first introduced to Lloyd Dorfman in 2003, it quickly became clear that his far-sighted spirit and vision were a perfect match for Travelex £10 Tickets.

"But I never dreamt that his involvement with the National would have such a far-reaching and transformational effect."

## Work underway on Herts extreme sports facility

New Hemel Hempstead venue set to include a 60m x 15m indoor climbing area

By **Tom Walker**

Work has begun on an extreme sports and arts venue in Hemel Hempstead, Hertfordshire.

The Sportspace, Dacorum Sports Trust scheme, which is working under an operating name of Extreme Connexions, is due to open in July 2011.

The development, which is being built on disused land will also feature a music recording studio, a band rehearsal room and an internet cafe as well as a teen focused health centre with counselling rooms.



**The centre is scheduled to open to the public in 2011**

The proposed centre, which has secured £5m from the government, will also include a 60m x 15m indoor climbing

area – supplied by Entre-Prises – and one of the largest indoor, combined timber and concrete skate parks in the UK.

GB Building Solutions has been appointed to manage the build and will work closely with Sportspace and the Youth Connexions Service to create work experience and learning opportunities for Young People throughout the build process.

Dave Cove, chief executive of Dacorum Sports Trust said: "Its going to be a brilliant facility and we are very excited to see it coming together."

## HLF measures to help bidders

The Heritage Lottery Fund (HLF) will reduce match funding requirements as part of new measures to help applicants.

Bidders seeking grants worth more than £1m will now only have to secure 10 per cent of total project costs in match funding, and only 5 per cent for grant requests under £1m.

Meanwhile, the total cost of maintenance and management will also be included as part of match funding requirements.

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## Kengo Kuma to design V&amp;A at Dundee

Japan-based architects selected from six shortlisted proposals for new museum

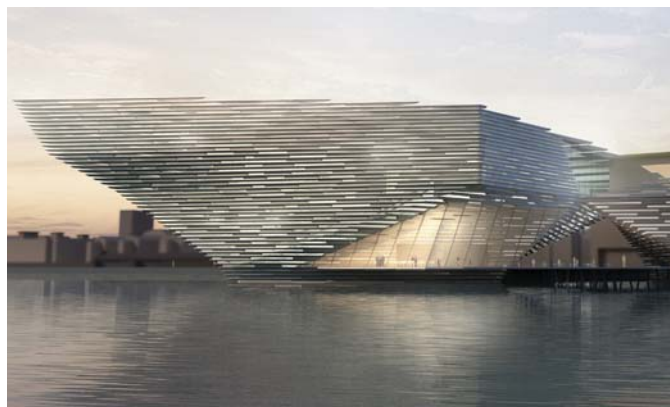
By Pete Hayman

Japan-based architects Kengo Kuma and Associates have been chosen to design the planned Victoria and Albert (V&A) Museum in Dundee.

The practice was one of six shortlisted for the scheme, which will see an iconic new building developed at Craig Harbour – part of a wider regeneration of the city's waterfront area.

A panel comprising representatives from the project's partners – Dundee City Council (DCC); the University of Dundee; the V&A; and the University of Abertay Dundee – chose the winning design.

Dundee Contemporary Arts' Clive Gillman; Jim Eyre of Wilkinson Eyre Architects; and Jill Farrell of Scottish Enterprise



Kengo Kuma and Associates' design was selected for the scheme

were also among the members of the judging panel.

V&A at Dundee project chair Lesley Knox said: "Kengo Kuma's proposal was the unanimous choice of the jury panel and is a worthy winner; a building that will delight visitors and encourage them to revisit it again and again."

"It demonstrates a clear understanding of the city and will be as exciting internally as it will be externally."

Kuma added: "We are enthusiastic about the amazing site, the city and environment – it is our intention to find a balanced approach to nature and the city life of Dundee."

## 2012 Horse Guards Parade proposals revealed

By Pete Hayman

Atkins and Populous have unveiled plans for the transformation of London's Horse Guards Parade into the 2012 Olympic beach volleyball venue.

The iconic Whitehall location will boast an outdoor seating bowl able to cater for 15,000 spectators under proposals submitted to Westminster City Council for consideration.

Two "distinct elements" will comprise the design of the new venue – a lower bowl providing a high energy atmosphere and an upper bowl that will use the capital's nearby landmarks to act as a backdrop to the event.

Pre-existing modular components will be hired in order to build the proposed venue, while Atkins and Populous have designed it to



The planned beach volleyball venue at Horse Guards Parade

leave no trace following its dismantling after the Games.

Mike McNicholas, Atkins' London 2012 Games project director, said: "A location as prestigious and historical as Horse Guards Parade is a fantastic backdrop for any event, but presents questions that do not arise elsewhere."

"We are proud of the technical skills we have brought to bear and believe the temporary structure provides a solution that should be considered in the future."

Populous principal Jeff Keas added: "In a six week period, Horse Guards Parade will not only be the venue for the pageantry and spectacle of Trooping of the Colour and the Queen's Diamond Jubilee celebrations, but it will host Beach Volleyball for the London 2012 Games."

Meanwhile, the London 2012 Organising Committee has revealed that work is complete on key features of the 2012 mountain bike venue. The Hadleigh Farm venue in Essex is being built on land that is owned by the Salvation Army and adjacent country park.

# STA to roll out new swimming academy

Shropshire Council programme to be managed as part of UK-wide training initiative

By **Pete Hayman**

Shropshire Council's Learn to Swim Programmes is to be managed and delivered by the Swimming Teachers' Association (STA) as part of a new Swim Academy initiative being rolled out across the county.

The five-year deal marks STA's first step into managing programmes on behalf of local authorities, while the Swim Academy is the brainchild of Shropshire Council and STA.

It is anticipated the Swim Academy initiative will raise standards across Shropshire and to attract more people into using local pools, while helping to deliver one common teaching system, a standardised programme for swimming lessons and a single pricing structure across the county.



The scheme is designed to attract more people into local pools

Roger Millward, chief executive of the STA, said: "The Shropshire Swim Academy model, the first of its kind in the country, means STA can now deliver a cost-effective, top level service consisting of a programme of high quality teaching for all ages."

The initiative will go live in January at all six Shropshire sites – Much Wenlock Leisure Centre, Bridgnorth Leisure Centre, The Quarry Leisure and Fitness Centre, Whitchurch Swimming Centre, Market Drayton Swimming Centre and Oswestry Leisure Centre.

# Deputy PM unveils new £8m Sutton Life Centre

By **Pete Hayman**

A new £8m 'leisure and learning' centre, which aims to teach young people about citizenship, has been opened in Sutton, south London.

Deputy Prime Minister Nick Clegg attended the launch of the Sutton Life Centre, which includes one of the largest climbing walls in the UK – 20m x 10m – and sports courts.

Curl la Tourelle Architects and Land Design Studio were behind the design of the new facility, which also includes a Life Skills Zone comprising an



The new £8m centre includes a 20m x 10m climbing wall

indoor street in the style of a movie set and a multi-media studio, including 360-degree screen projections to create a number of 'virtual worlds'.

Clegg said: "Growing up today isn't easy as life has become more complex for young people to navigate. We want to wipe the slate clean so young people are free from the burden of our failings."

"What happens to you when you're young is the most important time of your life."

Sean Brennan, leader of Sutton Council, added: "[The Sutton Life Centre] is designed to give young people the opportunity to learn new life skills and become the citizens of the future – it is the Big Society super classroom."

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## IN BRIEF

**New-look fitness facility for Peckham**

► More than 90 stations of Life Fitness equipment has been installed at Peckham Pulse Healthy Living Centre, South London, following a £250,000 overhaul. The supplier worked with operator Fusion Lifestyle to transform the Southwark Council-owned site, which also incorporates two group exercise studios, a swimming pool and a hydrotherapy pool. Peckham Pulse's fitness area has now been fully accredited under the Inclusive Fitness Initiative (IFI), which ensures that facilities are available to users of all abilities.

**Star Trac partners with pilates company**

► Fitness equipment supplier Star Trac has struck a deal with Peak Pilates which will see its MVe group exercise classes being rolled across the UK and Ireland. The deal means that Star Trac will be the exclusive distributor of the MVe programme, which combines stackable equipment with instructor training and pre-designed workouts. MVe mixes specialised equipment, training and group class templates and has been designed to create a group exercise programme that increases core strength and balance.

**New leisure centre proposed for Rugby**

► A new leisure centre could be built in Rugby, Warwickshire, after the local authority agreed to move the scheme forward to the next stage. Rugby Borough Council's cabinet has decided that a new-build venue to replace the ageing Ken Marriott Leisure Centre is the most viable option for the town. A report by a task group set up to explore the future of the facility identified two other options: refurbishment or no action.

**Study: Trusts' future confidence down**

Survey shows less than half of organisations optimistic for long-term prospects

By **Tom Walker**

Leisure trusts are feeling the pinch, with confidence in the medium to long-term down significantly from last year to just 47 per cent, according to the ninth sporta *State of the Industry* report, carried out by Leisure-net Solutions.

The result, which is the lowest in the survey's history, demonstrates the sector's concern about the impact of the government's cuts on the future provision of leisure trusts.

Leisure-net Solutions' study also suggests that the main challenges facing organisations have changed during the course of the last 24 months.

The primary concern now is the looming reduction in government funding, followed closely by reducing subsidy from the local authority.

Concerns over utility cost increases, which were top of



**Sporta members currently operate more than 900 leisure centres**

the worries in 2008 at more than 45 per cent, were down to just over 5 per cent in 2010.

Despite the gloomy mood, Craig McAteer, chair of sporta, said the trusts still enjoyed good relationships with local partners and that the level of services delivered remains high.

He said: "Although the period ahead will be a challenging one for members, this year has seen further

investment in facilities and continuing innovation in our activities and delivery methods.

"There is clear evidence of how the sporta trusts have the potential and capacity to be key players in the government's new policy framework."

sporta members currently manage more than 900 leisure facilities across the UK, and attract more than 175 million customer visits every year.

**Fitness First to sell EU clubs**

UK-based health club operator Fitness First is to sell its Benelux business to HealthCity International.

The deal comprises 57 clubs trading in Belgium, Holland and Luxembourg – all run under the Passage Fitness First, Fitness First and Just Fit brands.

Colin Waggett, CEO of Fitness First, said the deal was part of Fitness First's plans to concentrate business on developing markets. He said: "This is an opportunity for us to redirect resources and management focus into higher growth markets, particularly Asia."

**University launches £4.8m gym**

By **Tom Walker**

A new £4.8m gym extension has opened at the University of Edinburgh to provide 1,900sq m (20,451sq ft) of additional sports conditioning and physical activity space.

The three-storey building, which is located on the site of an old brewery incorporates below-ground vaults, which were once used to store kegs of beer and have not been open since being used as air raid shelters during World War II.

The revamp means that Pleasance Sports Complex is now one of Scotland's largest independent gym complexes with a total of 6,000sq m (64,583sq ft) of activity space.



**Facilities include a large cv area fitted with Precor kit**

Facilities at the club have been divided into four separate areas, with two original arched vaults below ground transformed to increase the centre's capacity for bench weights.

The basement level houses a 287sq m (3,089sq ft) Performance Gym, an area designed as a high performance room.

## £5.3m facility for Durham University

Queen's Campus venue forms part of a wider £12m investment in sport provision

By **Pete Hayman**

Durham University has officially unveiled a new £5.3m sports complex at its Queen's Campus in Stockton-on-Tees – part of a wider £12m facilities investment by the institution.

The centre includes a gym equipped with 17 cv and seven resistance machines supplied by Technogym, as well as a room with 12 rowing ergometers and 12 spinning bikes.

Indoor facilities at the venue also incorporate a free weight and a strength/conditioning room; an eight-court sports hall; and a multi-purpose room.

Exterior facilities created as part of the scheme – designed to preserve Durham University's sporting reputation – include a floodlit synthetic pitch and a new boathouse located on the River Tees.



The £5.3m venue's fitness suite has been supplied by Technogym

The Queen's Campus facility will be available for use by community organisations and fitness programmes provided for specific user groups.

Durham University director of sport Dr Peter Warburton said: "Having this facility next door to the world class white water complex opposite the Campus on the River Tees makes this a particularly exciting development."

Freedom Leisure has been selected by West Sussex County Council to operate the Six Villages Sports Centre at Westergate Community School, Chichester. The leisure trust is to run the facility for a five-year period commencing on 1 January 2011, with existing staff transferring to the operator. An option to extend the contract beyond five years is in place and it is hoped the move will allow for fresh investment in the centre, as well as the development of new activities.

### IN BRIEF

#### Fitness First launches 'Mel B classes'

► Fitness First has launched a new group exercise class called Get Fit with Mel B. The classes, designed alongside the former Spice Girl, aim for maximum fat burning, toning and weight loss and are suitable for all abilities. The interval workout combines high intensity aerobic and boxing moves with conditioning exercises to work all major muscle groups over a 45-minute session. The class will see a boxing style warm up followed by a full body workout with different sections concentrating on upper/lower body. The class finishes with a core section.

#### Freedom Leisure to run West Sussex site

► Freedom Leisure has been selected by West Sussex County Council to operate the Six Villages Sports Centre at Westergate Community School, Chichester. The leisure trust is to run the facility for a five-year period commencing on 1 January 2011, with existing staff transferring to the operator. An option to extend the contract beyond five years is in place and it is hoped the move will allow for fresh investment in the centre, as well as the development of new activities.

#### £75,000 outdoor gym for Southwark park

► A new £75,000 outdoor gym facility has been installed by Southwark Council on the site of a former pub in Burgess Park, South London. Fitness and weight training equipment designed for users of all ages have been provided as part of the council's bid to overhaul the park. The gym facility has been funded by the Aylesbury NDC – now called the Creation Trust – and is designed to help residents keep fit and lose weight.

## Xercise4Less unveils new West Yorkshire facility

By **Pete Hayman**

Budget fitness chain Xercise4Less has unveiled its second club with a 27,000sq ft (2,508sq m) property in Wakefield, West Yorkshire.

The new £600,000 facility has been created within a former Allied Carpets store and forms part of wider plans to roll out a further 10-15 sites within the next five years.

More than £230,000 worth of machines were installed at



The £600,000 Xercise4Less club

the venue, including Cybex resistance and Life Fitness cv machines supplied by Physique.

Stirling free weights are also provided as part of the offering, with a package put together by Leasedirect Finance helping to supply the 200-station gym.

Xercise4Less managing director Jon Wright said: "We intend to roll out the Xercise4Less model as quickly as we can and open another 10-15 sites within the next five years. We are in negotiations to open our third club in spring 2011 and have two more earmarked for later on in the year."

## SLM introduces new dance and gymnastics concepts

Sports and Leisure Management (SLM) is to roll out Total Dance and Total Gymnastics across its portfolio of leisure centres.

The brands – owned by Sport and Dance Holdings – will be introduced at 29 leisure centres and will see dance and gymnastics taught to children aged between four and 16.

Total Gymnastics, fronted by World Champion gymnast, Beth Tweddle, has been designed to provide opportunities for children aged 4-11 to get involved with gymnastics.

The second strand, Total Dance, is based on street dance and hip hop and has been put together by choreographer Danny Price.



## IN BRIEF

### New BMX facility unveiled in Winsford

► A BMX track has been officially reopened in Winsford, Cheshire, following the completion of a £30,000 renovation of the track led by the local authority. Cheshire West and Chester Council funded the project, which has led to the re-design of the track, the reconstruction of existing jumps and reshaped turns. Work was carried out after the council recognised that the facility was no longer fit-for-purpose, with the overhaul now bringing the venue up to standards for regional events.

### Oxford Ice Rink set for £700,000 revamp?

► Oxford Ice Rink has closed in order to undergo a three-week improvement programme to be undertaken by Oxford City Council. The council is investing more than £700,000 to upgrade the venue, which will see a new refrigeration unit installed and changing and shower facilities enhanced. A new rink barrier and rubber matting will also be provided as part of the project, in addition to "high-level" maintenance to the ceiling area.

### £1.2m to boost NI sports participation

► A new £1.2m scheme has been unveiled by Down District Council and Newry and Mourne District Council in a bid to increase sports participation. The Active Communities programme is to be delivered over a five-year period and has received funding from Sport Northern Ireland (SNI) to provide a network of full- and part-time coaches. It forms part of a £14.7m investment by SNI to boost participation in Northern Ireland, particularly among 'under represented groups'. A total of 100 new coaching posts are to be created.

## Southend swimming complex unveiled

£13.5m facility to host Team GB's diving team ahead of the 2012 London Games

By **Pete Hayman**

Southend Borough Council (SBC) has unveiled a new £13.5m swimming and diving venue at Garon Park.

Ipswich-based ISG Jackson started work on the Archial Architects-designed Southend Swimming and Diving Centre in July last year. Sport England part-funded the development.

Facilities at the venue include a 25m, eight-lane competition pool and a diving pool, which has fixed platforms at 1m, 3m, 5m, 7.5m and 10m and three springboards; two of which are at 1m and another at 3m.

The new complex also boasts a dry-diving training facility with harness and trampolines; 374 tiered seats; and a small



The new swimming and diving complex was designed by Archial

fun pool. Moveable floors have been installed to allow swimming lessons and exercise classes to take place.

British Swimming will be using the venue as a training base for the Team GB diving team ahead of the 2012 Games.

SBC executive councillor for culture Derek Jarvis said: "We now have a truly world class swimming and diving arena in Southend – the fact the British diving team intends to use it as an Olympic training base bears testimony to this."

## UKA plans 2017 World Athletics Championship bid

By **Pete Hayman**

UK Athletics (UKA) has said it will bid to stage the 2017 World Athletics Championships in London after pulling out of the race to host the 2015 event.

UKA said the decision aims to ensure a bid to the International Association of Athletics (IAAF) provides clarity over the future of the Olympic Stadium.

UKA chair Ed Warner said: "Obviously we are disappointed not to be pursuing our 2015



UKA said it wanted to resolve the Olympic Stadium's future

bid especially after securing the support of both the govern-

ment and the Mayor of London. However, we need to present the IAAF with a bid that is free of any uncertainties. That is not something we can commit to until the process regarding the future of the stadium, which we fully support, is concluded."

Sports minister Hugh Robertson added: "The deadline for the 2015 bid falls before the conclusion of the stadium process in spring 2011, but that does not diminish our appetite to host the event."

## Hertsmere to operate new Southampton ice venue

Warburg Property Developments (WPD) has announced that Hertsmere Leisure is the preferred operator for the new Olympic-sized ice rink currently being developed in Southampton.

Negotiations between the two parties are at an advanced stage and the two are currently working on a bid for support funding through the Sustainable Facilities funding administered by Sport England. WPD received the green light for its ice rink plans in July this year.

The project will transform two vacant sites – including the former Chantry Hall – and is set to comprise a four-storey mixed-use development, which will also include a fitness suite.

# Plymouth set for new climbing facility

£46.5m Life Centre to incorporate five areas designed for climbers of all abilities

By **Pete Hayman**

Designs for the new climbing walls and aerial assault course that will comprise part of Plymouth's £46.5m Life Centre have been revealed.

The leisure development will feature five areas – three climbing walls, a bouldering area and an aerial assault course – to provide facilities for beginners and elite climbers.

Under the plans, there will be a total of 870sq m (9,365sq ft) of climbing area at the facility – one of the largest of its type in the south west region.

Entre-prises (UK) will supply the equipment to fit out the Life Centre, which is to feature a 16m (52.5ft) competition wall, a 6m (19.7ft) novice wall and a 4m (13.1ft) bouldering wall.



The climbing facility will comprise five areas inside the Life Centre

A 10m (32.8ft) section of wall replicating granite rock features of nearby Dartmoor and sea cliffs will also be constructed, as well as a 26m (85.3ft) high-ropes course with six elements.

Peter Brookshaw, cabinet member for leisure, culture and

sport at Plymouth City Council, said: "Climbing is for everyone and the great thing about these facilities at the Plymouth Life Centre is that they will have a multi-functional use.

Balfour Beatty is delivering the Life Centre, which is to open in September 2011.

## IN BRIEF

### Enfield leisure centre plans go on show

► Enfield Council and operator Fusion Lifestyle have launched an eight-week public consultation into a proposed revamp of the borough's leisure facilities. Nearly £9m will be invested by the council in a bid to improve facilities at Southgate Leisure Centre, Albany Leisure Centre and Bramley Bowls Centre in Oakwood by June 2012. Display boards outlining artists' impressions for the sites have been put on display, while residents and users can comment on the plans using cards in reception areas.

### Work starts on Hampshire centre

► Hampshire County Council has announced the start of work to build a new £6.1m outdoor adventure centre for young people at Runways End near Farnborough. The council, in partnership with Rushmoor Borough Council and the Blackwater Valley District Scout Association, secured funding for the scheme from the government. Designed to offer educational and recreational opportunities, the centre will include an 8-acre (3.2-hectare) woodland adjacent to Basingstoke Canal and a climbing and abseiling tower.

### NKDC to pursue new £6.5m Sleaford facility

► North Kesteven District Council (NKDC) has resolved to pursue plans for a new £6.5m leisure centre in Sleaford, Lincolnshire, in order to replace an existing facility. The executive board has recommended that full council agrees in principal to progress the proposals, which would see a new-build venue located on the site of the current Sleaford Leisure Centre. It follows a feasibility study into the future of leisure provision in Sleaford.

## Welsh scheme nets EU funding

Plans for the creation of a new £6.5m sports and entertainment venue in Colwyn Bay have been given a funding boost by the European Union (EU).

Parc Eirias Events Centre has received £4.8m from the Welsh Assembly Government towards the creation of a new home for Rygbi Gogledd Cymru/ North Wales Rugby.

The package features contributions from the European Regional Development Fund; the Strategic Regeneration Area fund; and the Targeted Match Fund.

Plans include a centre of sporting excellence, featuring a pitch built to Welsh Rugby Union International Standard.

## 'No drop' in elite athlete funding



Robertson confirmed support for elite athletes ahead of Rio 2016

By **Pete Hayman**

Sports minister Hugh Robertson has said that an increase in Lottery funding post-2012 will ensure there will be 'no drop' in support for elite athletes.

Robertson admitted that direct government funding will be cut, but said £111m is to be available for athletes ahead of the 2016 Olympics.

The minister met with the National Olympic Committee –

the British Olympic Association's (BOA) policy-making body – to discuss elite and grassroots legacy planning.

Formal announcements are due to be made on various legacy proposals by the end of the year, which will set out the impact on sports before and after London 2012.

Robertson said: "We had told Olympic sports we would do everything in our power to protect elite athlete funding."

## IN BRIEF

### IHG receives Carbon Trust recognition

► InterContinental Hotels Group (IHG) has been awarded the Carbon Trust Standard for all UK owned and managed hotels and its UK offices. The endorsement has been created by the Carbon Trust and is designed to help companies demonstrate they are tackling climate change and have made genuine reductions in their carbon emissions. Companies and organisations that receive the recognition will be able to communicate their efforts by using the Carbon Trust Standard logos in all of their marketing materials and branding.

### Website to promote maritime heritage

► A new website has launched to help promote a wide range of maritime heritage attractions along the Channel and southern North Sea coasts. The new maritime-history.eu website is part of the wider HMS project, which launched in 2009 and received funding through the European Interreg IVA '2 seas' programme. Medway Council led a total of 30 partners from Europe and the UK in the creation of the website, which aims to make more people aware of maritime heritage.

### Merlin sales deal with caravan website

► Merlin Entertainments is further tapping into the UK's staycation market by agreeing a marketing deal with accommodation search website pitchup.com. The website will provide camping, caravanning and lodge options for users seeking accommodation near any of the 23 UK Merlin Entertainment attractions. A dedicated page, [www.pitchup.com/merlin](http://www.pitchup.com/merlin) has been set up to display all local accommodation options for the attractions.

## Parkwood launches Sway Dance brand

Operator working with dance instructor Ida Freeman to design bespoke range

By Tom Walker

Health club and leisure centre operator Parkwood Leisure is to launch a new national dance brand called Sway Dance.

To be rolled out across all of its 87 clubs in January 2011, the launch is part of Parkwood's strategy to benefit from the increasing popularity of dance in the UK.

The group is working with dance instructor Ida Freeman, who has been tasked with creating a bespoke range of high quality teaching resources.

Dancers will be able to work towards nationally recognised dance qualifications as part of structured dance classes designed to appeal to all age groups and abilities. Initially Sway Dance will offer three



Dance classes will include a mixture of styles, such as cheerleading

core dance disciplines; street dance, ballet and ballroom.

The courses will support local bespoke additions, such as belly dance, cheerleading, salsa, jazz, jive, contemporary and free style.

Chief executive of Parkwood Leisure, Andrew Holt, said:

"Parkwood Leisure will use Sway Dance as an extension to our sports development strategy.

"These classes will further increase the utilisation of our centres, whilst promoting individual health in support of the government's Healthy Living Agenda."

## Luminar confirms MOS tie-up

By Tom Walker

Nightclub operator Luminar has confirmed that it has teamed up with Ministry of Sound (MOS) as part of a wider bid to reverse a decline in revenue.

During the six months to the end of August, the group reported a 20.8 per cent decrease in overall sales compared with the same period last year.

Across 76 venues, admission revenue fell by 26.5 per cent and footfall fell by more than 19 per cent against the first half of last year - a decline the group now aims to reverse.

Luminar said that the partnership with Ministry of Sound aims to deliver events through the Hed Kandi and Dance Nation brands that would sit alongside its "mainstream" offer.



Luminar operates 76 venues

The group also announced that it had signed up live acts, such as Calvin Harris and Basshunter, to perform in its clubs as part of an operational change.

Students will also be targeted through the Fuzzy Logic brand to launch during Freshers' Week, while a selective programme of club refurbishment will commence over the coming half year.

## LOCOG unveils ticketing details

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) has revealed its pricing structure for the 26 Olympic events.

Tickets are due to go on sale in March 2011, with 8.8 million to be made available for Olympic events. LOCOG said around 2.5 million will be priced at £20 or less as part of a range of options, with two thirds to be made available for no more than £50.

Thousands of schoolchildren are also set to benefit as part of a new scheme, called London 2012 Ticketshare, which will see 100,000 tickets being donated to schools.





The restaurant chain will roll out across the UK during 2011

## Giraffe to open 10 new eateries

Chain announces ambitious target of having 50 sites

By Tom Walker

The Giraffe restaurant group, chaired by Luke Johnson and backed by Risk Capital Partners and 3i, is to open at least 10 restaurants by the end of 2011.

The move is set to take the chain, an all-day restaurant concept based on global food and drink, to more than 50 sites across the country and represents an acceleration in its roll-out plans, building on both organic growth and previous strategic acquisitions.

A Giraffe restaurant has just opened in Blackheath, London

and further openings at the end of this year will take place at the Touchwood shopping and entertainment complex in Solihull, West Midlands, and at Horsham in West Sussex.

Next year, the group – led by Russel and Juliette Joffe, with partner Andrew Jacobs – will open restaurants in Bath, Somerset, and Chelmsford, Essex, and at up to ten other locations including the new Westfield shopping centre in Stratford, east London.

The additional sites are expected to lift group revenues to more than £50m annually.

## UK hoteliers set for continued growth

Hoteliers operating in the UK are to experience continued growth heading into 2011, according to the latest industry analysis by business advisory firm PricewaterhouseCoopers (PwC).

A "revival" in the business travel market helped boost trading for the third quarter of 2010, with hotel operators both in London and the regions reporting results above expectations.

Growth is now set to continue heading into 2011, although PwC has warned that the strong performance during 2010 could lead to a slower rate.

PwC UK leader for hospitality and leisure Robert Milburn said: "There are risks of course, not least the economic uncertainty and London supply concerns, but it's been a remarkable growth story in 2010.

## Hospitality now the UK's fifth largest industry

Oxford Economics study demonstrates the importance of our sector to the economy

Last month, the BHA commissioned Oxford Economics to quantify the contribution of hospitality to the UK economy. Generously supported by key partners – American Express, Barclays, LG, Nestlé Professional, Philips and Santander – the research positions hospitality as Britain's fifth largest industry, directly providing 2.44m jobs, and contributing more than £34bn in gross tax revenues.

The study – *Economic Contribution of UK Hospitality Industry* – also provided detailed scenarios, based on achieving two objectives laid down by Prime Minister David Cameron in his speech on tourism this August.

The first is for Britain to be one of the top five destinations in the world in terms of revenue from inbound tourism – we are currently seventh.

Meanwhile, the second is to increase the proportion of what British people spend while on holiday in the UK to 50 per cent of total tourism expenditure.

Our analysis showed that, given the right framework, the industry can create a further 236,000 jobs by 2015. This growth is dependent on an active partnership between industry and government on a broad front – from tax and regulation, infrastructure and planning through to education. If we can effectively couple the entrepreneurial enterprise and the vast experience of the industry to a positive partnership with government, we will be able to propel the industry forward.

In the same month, the BHA published its 2010 edition of *British Hospitality: Trends and Developments*, which highlights the fact that more than 100 new hotels will have opened in 2010 by the end of the year, with even more planned for the future. The publication shows that hotel and restaurant sectors have successfully survived the recession without incurring the widespread damage that many had predicted at the outset.

The publication under-pins the importance of the hospitality industry to the UK economy and provides the kind of intelligence and data on which sound policy decisions – commercial and public – can be made. The BHA is thus providing the facts and figures that decision-makers can use to formulate the policies that will drive the industry forward.

By understanding the realities of the sector, we will be able to take the right steps as we seek our objective of creating jobs and prosperity for Britain – in other words, sustainable growth.



**UFI IBRAHIM** is chief executive of the BHA. *Leisure Opportunities* is a member benefit of the BHA, for your free copy call 01462 471932

## IN BRIEF

### Technology to help promote Irish culture

► Irish culture minister Mary Hanafin has announced that more than €1m (£871,000) will be invested in schemes using technology to promote arts and culture. The funding has been made available as part of the Cultural Technology Grant Scheme, which was launched in July to support the use of new and existing technologies. A total of 25 projects are to benefit from the grants, including Foynes Flying Boat Museum in County Limerick, which has secured the largest share of funding - €180,000 (£157,000).

### Hampshire museums decision put back

► A decision on the restructuring of Hampshire County Council's museums service has been put back to allow for further consultation with stakeholders. The council is proposing "major alterations" to the service in a bid to ensure it reaches as wide an audience as possible amid cuts to the Renaissance scheme in the next financial year. HCC executive member for culture and recreation Margaret Snaith-Tempia has announced that a decision will not be taken until 17 November to accommodate all the feedback.

### Winter Gardens architect named

► Blackpool Council has selected Donald Insall Associates to start work on the first stage of restoration work at the Grade II-listed Winter Gardens. The London-based conservation architect has been selected to revamp the Floral Hall and to open up the venue to visitors as part of phase one of the scheme. Existing features will be refurbished and the entrance on Church Street and Coronation Street will be restored.

## New visitor centre for Harlech Castle

Proposed facility to form part of a long term scheme to secure attraction's future

By **Pete Hayman**

A new visitor centre is set to be created at Harlech Castle, North Wales, as part of an "ambitious programme" of improvements to secure the attraction's future.

Cadw – the Welsh Assembly Government's historic environment service – will develop the new facility on the ground floor of the Castle Hotel after the agency bought the property.

The first and second floors of the hotel will continue to offer guest accommodation and will help ensure a regular stream of income towards future maintenance of the facilities.

Cadw's acquisition of the hotel and adjacent car park, which are sited next to the entrance of Harlech Castle, was funded through the Assembly Government's £19m Heritage Tourism Project.



The project is being backed by Welsh Assembly Government funds

The project – backed with £8.5m of European Regional Development Funding – aims to capitalise on the economic value of Wales' historic sites.

Cadw director Marilyn Lewis said: "The Heritage Tourism Project at Harlech will vastly improve the ways we can introduce visitors to the key stories about the history of Harlech and its environs.

"It also provides an integrated package on which to develop Harlech as a very special heritage destination."

Welsh heritage minister Alun Ffred Jones added: "I am pleased that Cadw, through the Heritage Tourism Project, has been able to secure a long term solution for visitor access and interpretation improvements at Harlech Castle."

## Dr Who Experience taking shape

By **Tom Walker**

Design and audio visual specialist Sarner is to start construction work of the first ever immersive Doctor Who Experience for *BBC Worldwide*.

Sarner was selected to design and create the attraction after a tender at the start of the year and is currently working on the pre-build prior to going on site in early December.

The exhibition is scheduled to launch at London's Olympia on 20 February 2011, with the main element to feature an immersive, timed dark walk experience where visitors will become involved in their very own Doctor Who adventure.

The new 'show', which has been devised with input from



The attraction will take visitors on a journey with "The Doctor"

Doctor Who executive producer and show runner Steven Moffat, will feature spectacular special effects and exclusive footage.

Other segments at the attraction include a freeflow exhibition charting the history of the show from the first series in 1963, comprising interactive areas, displays and memorabilia from the TV show.

## Council to back museum revamp

Plans for a £6.3m overhaul of Cheltenham Art Gallery and Museum have progressed after councillors agreed to underwrite part of a funding shortfall.

Fundraising for the scheme currently stands at more than £4.5m, although Cheltenham Borough Council (CBC) has revealed that a revised target of £5.75m has now been set.

Councillors are in the process of drawing up a second round bid to the Heritage Lottery Fund (HLF) for £750,000 to help address the shortfall, along with other funding bids.

However, CBC said recent changes at the HLF means it needed to secure or underwrite funding to the tune of £5.5m before the bid is submitted.



## Step forward for Southampton venue

£21m arts development moves forward with final legal agreements now in place

By **Pete Hayman**

Plans for the development of a new £21m arts complex in the heart of Southampton have progressed after the local authority confirmed that the final agreements were in place.

Southampton City Council (SCC) has agreed legal terms with Arts Council England and its development partner – Grosvenor Developments – to allow the scheme to move forward.

Detailed plans for the CZWG-designed venue are now to be drawn up with a view to being submitted in spring 2011. It is anticipated that work will begin in 2012 before the 'shell' is handed over to SCC in 2013.

The venue – spread across two "iconic" buildings" – will



The proposed venue will form the heart of a new Cultural Quarter

boast 75,000sq ft (6,968sq m) of performing arts, gallery and film/media studio space.

Arts Council England is investing £7.2m in the scheme, which is to be developed on the former Tyrrell and Green building site and will feature at

the heart of a Cultural Quarter scheme. John Hansard Gallery; University of Southampton; and City Eye have already been confirmed as operators, while a performing arts operator is to be sought subject to the completion of a SCC review.

## Lloyd Webber set to offload four London theatres

By **Pete Hayman**

Andrew Lloyd Webber's Really Useful Group (RUG) has said that it is to sell four of its seven London theatres to GradeLinnit.

It is expected that the sale of the venues – Her Majesty's, the Cambridge, the Palace and the New London – is set to be completed in January 2011.

Although GradeLinnit will acquire 4,900 seats from RUG, Lloyd Webber is to retain the Theatre Royal Drury Lane and



Her Majesty's Theatre is one of RUG's venues to be sold

the Palladium, as well as a 50 per cent stake in the Adelphi.

proceeds from the sale are to go towards the development of RUG's remaining venues, plus reducing the group's debt.

Lloyd Webber said: "It has been a totally gut wrenching decision for me to decide to sell the four theatres. However following my illness last year I was advised to reduce the debt in the family company.

"I have agreed that the purchase price be reduced by £5m to enable GradeLinnit to invest this sum in the theatres."

## Renovation for Aberdeen's historic Tivoli theatre

A historic theatre in Aberdeen is to undergo repairs and the reinstatement of architectural features to its exterior after being awarded funding for the work.

The Tivoli Theatre Management Company (TTMC) will net more than £500,000 as part of the Green Townscape Heritage Initiative (THI).

First opened in 1872, the Grade A-listed venue's roof, masonry and windows are to be repaired, while a number of the building's architectural detail will be reinstated.

The Tivoli was acquired last year by TTMC chair Brian Hendry, who pledged to bring the venue back into public use.

### IN BRIEF

#### New public gallery for Serpentine Gallery

► As part of an initiative to make better use of its buildings, The Royal Parks has awarded a contract to the Serpentine Gallery to establish a new gallery in The Magazine building in Kensington Gardens, London. The Grade II-listed building is situated on West Carriage Drive, on the north side of the Serpentine Bridge. The project, to be known as the Serpentine Sackler Gallery, has been made possible by The Dr Mortimer and Theresa Sackler Foundation, which has given the largest single gift the Serpentine Gallery has received in its history.

#### Bank of Ireland to donate artwork

► Irish culture minister Mary Hanafin has welcomed a decision by the Bank of Ireland to donate 12 'important' artworks to the Irish Museum of Modern Art (IMMA). The pieces – by nine artists – have now been withdrawn from a forthcoming auction and will now form part of IMMA's public collection in Kilmainham, Dublin.

#### New art exhibition for London's Thames

► A section of London's River Thames is playing host to a number of contemporary art works until 8 January as part of the DRIFT 10 event. The bi-annual art exhibition first took place in 2008 and includes installations placed on the water in both Central London and in the Docklands. Illuminate Productions is behind the DRIFT 10 exhibition, which features *bit.fall* – waterfalls placed at the Bankside riverside walkway near Tate Modern and Canary Wharf. Meanwhile, origami paper boats – assembled with help from members of the public – will take to the water at two sites.

## IN BRIEF

### Penrose launches slot machine consultation

► Tourism minister John Penrose has announced the start of a consultation into plans for two changes to the Gambling Act 2005. Alterations would apply to 'adults-only' (B3) slot machines and aim to boost amusement arcades and bingo halls, which employ around 37,000 people. Under the changes, the maximum stake limit is to go up from £1 to £2, while a "modest increase" in the number of machines sited in arcades and bingo halls would be permitted

### Government to decide racing levy scheme

► A decision on the Horserace Betting Levy will be made by the government after the racing and gambling industries failed to reach agreement. Culture secretary Jeremy Hunt will determine the levy scheme on the basis of advice from sports minister Hugh Robertson in the wake of the sector's failure to resolve the situation itself. Hunt said: "It's a big disappointment that the racing and gambling industries have failed to sort this out – but frankly the government should never be the last resort in an essentially commercial negotiation."

### Leeds Arena scheme set to move forward

► Detailed designs and cost plans for the proposed Leeds Arena have been approved by the local authority. Leeds City Council (LCC) confirmed that preparatory work had commenced on the project in September, with construction due to begin in early 2011 to deliver the Populous-designed venue. BAM Construction, which has been selected by the council to deliver the scheme, is due to complete work ahead of the proposed opening date of late 2012.

## Doughty Hanson to buy Vue cinemas

Private equity firm's acquisition to help boost expansion plans and digital roll-out

By **Pete Hayman**

Private equity firm Doughty Hanson is to acquire cinema operator Vue Entertainment in a deal believed to be worth around £450m.

The business is currently owned by Cavenish Square Partners; hedge fund Och-Ziff and the existing management team, which includes CEO and founder Tim Richards.

Under the terms of the deal, the management team will reinvest in the transaction, which aims to help boost Vue's bid to roll-out digital projection and expand its operations.

Vue is currently the third largest cinema operator in the UK with 678 screens across 68 cinemas, along with two overseas sites – Dublin, Ireland, and SBC Faro Algarve, Portugal.

Doughty Hanson senior principal Julian Huxtable said: "Vue Entertainment is a great



**Doughty Hanson is set to acquire the Vue Entertainment business**

company led by an exceptional, highly experienced management team, which has created a strong market position.

"The company has achieved consistent financial performance and has succeeded in growing through the recession."

Richards added: "Doughty Hanson is an ideal partner for Vue, as it shares our vision of driving attractive growth and investment returns by consis-

tently delivering an excellent entertainment experience for our customers

"Vue has come a long way since it was launched in 2003. We will continue to innovate, enhance and grow the business. We will continue to open new state of the art cinemas such as the new 14 screen all digital Vue multiplex cinema in Westfield's Stratford City which opens in September next year."

### Garland nets 11 bowling sites

Garland Leisure Group has purchased 11 AMF Traditional-branded bowling centres from AMF Bowling, which owns and operates the Total Bowling Company (TOBC).

The deal is part of AMF's reorganisation and includes sites in Burnley, Chatham, Ilkeston, Keighley, Leeds, New-castle, Nottingham, Sheffield, Scunthorpe, Weston and Whitstable.

The remaining AMF Traditional centres in Hull, Margate and Macclesfield will operate alongside TOBC under the AMF Bowling Holdings name.

## Work to start on Venture Fields

By **Martin Nash**

The design for the new multi-million pound Venture Fields leisure development on Widnes Waterfront has been unveiled, with work due to start on site within weeks.

Developed jointly by St Modwen Developments and Halton Borough Council, the scheme will include a five-screen 3D-enabled cinema operated by Reel Cinemas; a bowling alley operating as Widnes Superbowl and a children's activity centre.

A 36,000sq ft (3,340sq m) ice rink run by Planet Ice; an Italian/American style restaurant called Frankie & Benny's and a 60-bedroom hotel with



**The development will include a 3D cinema operated by Reel**

an adjoining 7,500sq ft (700sq m) restaurant are also included in the Venture Fields line-up.

Michelle Taylor, regional director at St Modwen, said: "Venture Fields represents ten years of hard work by all those involved and is a significant milestone in the regeneration of Widnes Waterfront."



**EDMONTON COUNTY SCHOOL CAMBRIDGE CAMPUS**

## Tender Opportunity - Development of Outdoor Soccer Centre



The London Borough of Enfield is inviting contractors to submit an expression of interest from suitably qualified organisations to design, build, finance and operate a new outdoor floodlit soccer centre on the playing fields at Edmonton County Upper School.

The facilities to be provided, which will be determined as part of a competitive dialogue process, will include a number of outdoor floodlit all weather football pitches, changing accommodation and bar/ café. There are currently 87 car park spaces at the school.

The award of the contract will be based on the most economically advantageous tender (which may include lease length, annual rental and profit share), innovative design and the amount of free use of the facility made available to the school/ community. Companies wishing to tender for this contract are invited, in the first instance, to complete a Pre Qualification Questionnaire (PQQ).

Completed pre-qualification questionnaires and all required supporting information must be received at the address shown below by 14:00 on Tuesday 14 December 2010.

The Council will select a minimum of 3 companies from the pre-qualification evaluation process, to proceed onto the Invitation to Participate in Dialogue stage.

To obtain a pre-qualification questionnaire pack, that will be sent out electronically, please contact: FAO: Tim Harrison, Education, Children's Services and Leisure, London Borough of Enfield, PO Box 58, Civic Centre, Silver Street, Enfield EN1 3XJ

Telephone: 020 8379 6125  
E-mail: [Tim.Harrison@enfield.gov.uk](mailto:Tim.Harrison@enfield.gov.uk)



Carrickfergus Borough

CARRICKFERGUS BOROUGH COUNCIL

## APPOINTMENT OF DESIGN AND BUILD CONTRACTOR/CONSULTANT LED FOR A NEW SKATEBOARD PARK

Carrickfergus Borough Council is seeking tenders from competent and experienced design and build contractors for a skateboard park at Carrickfergus Amphitheatre. Contractors must be UK Constructionline registered and have significant experience and qualification in delivering such projects.

**Initial documents are available on request from:**

**Building Services Department,  
Museum & Civic Centre,  
Antrim Street, Carrickfergus BT38 7DG  
Tel: (028) 9335 8061**

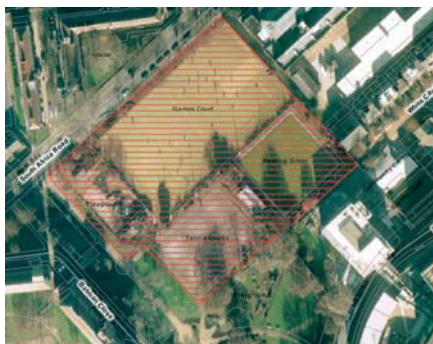
**Completed tenders must be returned by 12  
Noon on Friday, 3rd December 2010 in the  
envelope provided to the undersigned.**

Town Clerk & Chief Executive, Museum & Civic Centre,  
Antrim Street, Carrickfergus, BT38 7DG

## Sports Facility Development Partner Required



Exciting opportunity to secure premises to develop and service a sports facility in partnership with the London Borough of Hammersmith and Fulham.



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Park Proposed  
Sports Facility  
Site, London,  
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**EXPRESSIONS OF INTEREST ARE INVITED.**

Further details can be found on the London Tenders Portal ([www.londontenders.org](http://www.londontenders.org)). New users to the portal will need to register. This will be a services concession contract

Construction is earmarked to commence summer 2011.

## Cyclopark an investment opportunity

**Kent County Council** is leading on the development of Cyclopark, a new 43 hectares multi-sports park in north Kent, and is inviting interest from businesses in the leisure, fitness or sports sectors to further develop and invest in this unique opportunity.

The Council has secured in excess of £7 million for the capital development and total costs for the full scheme are estimated at £9.7 million. Construction is due to start in the winter of 2010, for completion by March 2012. The funds secured will deliver an operationally and financially viable facility. However, in order to provide a more comprehensive sport, leisure and community offer, and ensure a more robust income stream for the longer term, we would like to raise further capital funds towards the existing scheme which could include additional development and complimentary facilities.

Cyclopark is projected to attract a minimum of 100,000 cyclists, event visitors and local users within in a prominently placed, popular and easily accessible facility and a further 9.5 million people live within an hour's travel time of the Cyclopark.

Investors could further develop the opportunity and benefit from branding around the park and the potential for advertising space visible to 22 million vehicles driving past Cyclopark on the A2 each year. Cyclopark can also offer potential naming rights to the Cyclopark pavilion area and the various activity zones.

Further details about the scheme can be found at [www.cyclopark.com](http://www.cyclopark.com)

To download background documents please go to the South East Business Portal [www.businessportal.southeastie.gov.uk](http://www.businessportal.southeastie.gov.uk) and search under Opportunities, Kent, then Kent County Council and click on the Cyclopark link.

**If you'd like to know more then  
please contact Laurence Tricker,  
Cyclopark Project Manager  
Regeneration & Economy Division  
On 01474 338813 or Mobile 07738076298  
or via email [laurence.tricker@kent.gov.uk](mailto:laurence.tricker@kent.gov.uk)**



# leisure property news

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## IN BRIEF

### Councillors reject Fleetwood pier plans

► Plans for the redevelopment of a former pier site in Fleetwood, Lancashire, have been dismissed by planning officers at Wyre Borough Council. Eight of the council's 10-member planning committee opposed the revised proposals, which were drawn up by SDMK Design and submitted by Simmo Developments. A mixed-use scheme including a 43-bedroom hotel; gym and leisure facilities; restaurants/café; and a bar was mooted for the resort's former pier site.

### £120m Royal Bath and West plans lodged

► Plans for a major £120m redevelopment of the Royal Bath and West Showground, near Shepton Mallet, Somerset, have been submitted to Mendip District Council. The scheme will create an "all-year leisure and business" destination and is set to take up to 10 years to be completed. A 100,000sq ft (9,290sq m) exhibition and conference centre; a rural and countryside leisure activity area; and two hotels form part of London and Wharfedale's plans.

### Bangor town centre proposals unveiled

► Draft proposals to overhaul Bangor town centre have been unveiled by Northern Irish social development minister Alex Attwood. A masterplan will see the creation of a mixed-use waterside scheme along Queen's Parade and a civic plaza. New gardens with routes to Queen's Parade and the promenade; new restaurants, leisure activities and art spaces; and boulevard planting also comprise the plans.

## Green light for Tipperary leisure plans

Major multi-million euro development to include 500-room hotel and racecourse

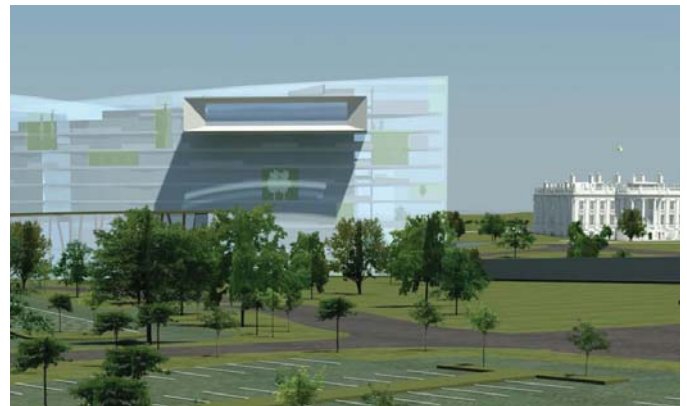
By **Pete Hayman**

A major €460m (£409.8m) cultural, leisure and sports development is to be built in County Tipperary, Ireland, after the scheme was given the go ahead by planners.

North Tipperary County Council green lighted plans put forward by Richard Quirke, which will occupy a 900 acre (364.2 hectare) site near the village of Two-Mile-Borris.

A 500-room five-star hotel with resort-style casino is at the heart of the proposals, along with a racecourse with a National Hunt track, sprint track, all-weather track and combined greyhound track.

Plans for the scheme also feature the academic reconstruction of the White House as it was in Washington, US, in



The scheme will boast a hotel and a reconstructed White House

1829; and a new 15,000-seat underground entertainment venue with retractable roof.

An 18-hole golf course; helicopter landing facilities; a driving range and a timber chapel are planned in order to complete the Tipperary Venue's line-up, along with a new international equestrian centre.

Quirke said: "The proposed International Equestrian centre will enhance our vision for The Tipperary Venue, which is that of a world-class cultural, sporting and leisure facility."

Michael Lowry, independent TD, added: "The impact of the Tipperary Venue to the region will be immeasurable."

### £27m boost for Merthyr plans

Plans for an overhaul of Merthyr Tydfil and Taff Bargoed valley villages have secured a £26.7m boost from the Welsh Assembly Government.

The funding has been made available through the European Regional Development Fund and the Targeted Match Fund, as well as the Heads of the Valleys Programme.

Investment will aim to attract more people into Merthyr Tydfil, while also helping Bedlinog, Treharris and Trelewis to promote mining heritage.

## NCC backs development scheme

By **Pete Hayman**

Newcastle City Council (NCC) has confirmed that it is planning to invest up to £30m to progress plans for a major regeneration of the city's Stephenson Quarter.

The council is working with Siverlink Developments in a bid to rejuvenate the city centre site, which could see work start in March 2011 following the completion of due diligence.

Plans for the Stephenson Quarter scheme, which will occupy a 10-acre (4 hectare) site near Central Station, include a 251-bed, four-star hotel; a 60-bed boutique hotel



A hotel forms part of the plans

and exhibition space. Commercial offices, a business centre and 156 apartments are also set to form part of the plans, with the first phase – slated for completion in summer 2013 – comprising the four-star hotel and offices.



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## Changing directions

Scottish tourism is now stronger than ever before



**MIKE CANTLAY**  
is chair of  
*VisitScotland*

Scottish tourism supports 20,000 businesses and 200,000 jobs and turns more than £11bn a year. Growth, even through the dog days of 2009, was a brisk 2.3 per cent.

But there's no room for complacency. No one with an interest in tourism can have missed the headlines recently surrounding the change of direction at VisitScotland. We've one of the world's leading marketers at our helm, Malcolm Roughead, and – working in partnership with tourism businesses across Scotland – we're up for the challenges that lie ahead. The only question is how the sector can continue to build on that growth. The answer is three-pronged.

First: Perspective. If Scots are aware of the scale of the tourism sector, they often seem curiously ignorant of its achievements.

Tourism is the engine room of the Scottish economy and has stood in the shadow of other industries for too long.

Second: Empowerment. The structure of Scotland's tourism promotion apparatus has been through an awful lot of changes in recent years. The good news is that where we've ended up is, in my view, the best place we've been.

There is now a real dynamic: working together we're fluid, flexible, inclusive and driven by common purpose.

Third: Growth. We're looking for strategies to sustain growth. They might be short, medium, or long-term.

I want us to identify, and plan for, all three and also want to start a debate within the industry about what they should be.

## Tourism growth to slow in 2011

Organisations downgrade estimates ahead another 'difficult year'

By Tom Walker

Three influential reports, published at this year's World Travel Market (WTM), have predicted that growth in the global tourism sector will slow during 2011, following faster than expected recovery during 2010.

Figures in the annual WTM Global Trends Report, compiled by research company Euromonitor, show that the number of arrivals and air passengers for 2010 will finish around 5 per cent higher than 2009 levels. The report predicts, however, that this growth will slow down going into 2011.

As a result, Euromonitor expects the total number of international arrivals to grow by less than 2 per cent during 2011.

Meanwhile the World Travel & Tourism Council has revised its forecasts for 2010 and 2011. In its report on the global travel and tourism economy, it said real GDP growth is expected to rise by 2 per cent



The reports were published at this year's World Travel market in London

this year – up from the 0.5 per cent forecast earlier in the year.

The findings are mirrored by a report from the United Nations World Tourism Organisation (UNWTO).

In its outlook for 2011, UNWTO has downgraded its growth estimates for 2011 from 5-6 per cent to 3-4 per cent.

## Tourist guide praises 'untamed' Shetlands

By Pete Hayman



Tourism numbers to the islands will increase

Lonely Planet has named Scotland's Shetland Islands as one of the world's top visitor destinations for 2011, after praising them as the 'last untamed corner of the UK'.

In addition to recommending the islands to 'adventure travellers', the guide also identifies Glasgow and Edinburgh as a comeback city and artistic destination respectively. Lonely Planet spokesperson Tom Hall said: "This year's picks for Lonely Planet's *Best in Travel 2011* reflect the passion for discovery that our readers have."

## VisitBritain teams up with Facebook

VisitBritain has joined forces with social networking site Facebook to launch the world's first online league table of popular places created by tourists.

The venture, designed with the help of social media technology company Betapond, encourages visitors to 'check in' using a mobile device every time they reach a notable British location and write

a review of what they find. The information then automatically updates the list of 'Top 50 UK Places' on VisitBritain's LoveUK website.

The new development is based on the new Facebook Places technology, which lets users 'check in' to Facebook using a mobile phone, tablet or computer to let a user's friends know where they are.





The scheme will offer a wide range of opportunities within theatres

## Vaizey unveils new arts bursary

Young people to benefit from Arts Council initiative

By **Tom Walker**

A new bursary scheme to help arts graduates pursue a career in the creative industries has been launched by the Department for Culture, Media and Sport (DCMS). Culture minister Ed Vaizey has officially unveiled the new DCMS Jerwood Creative Bursaries Scheme, which is to be managed by the Jerwood Foundation on behalf of the government.

Part-funded by Arts Council England (ACE), the scheme is to run for an initial two-year period and is to be fully

evaluated before a decision is taken whether to continue it.

The programme will accommodate up to 40 graduates from 'less affluent' backgrounds to take up positions within arts and creative organisations for up to a year. Roles will include production assistant, assistance director and marketing assistant, with posts to be offered by groups such as The Sage, Gateshead, and Manchester International Festival.

Vaizey said: "The biggest challenge for arts graduates is getting their first break."

## New advanced Lifetime PT course

Training provider Lifetime has launched an Advanced Fitness Instructor (AFI) course which results in a Level 3 personal trainer qualification.

The course is designed to plug the gap left behind the decision by the Register of Exercise Professionals (REPs) to remove the category of advanced fitness instructor earlier this year.

Ben Jones, teaching and curriculum manager at

Lifetime, said: "The qualification will be delivered via three tailored options, catering for AFIs at all stages in their careers.

"The course combines nutrition for physical activity with the conversion of AFI to private trainer status, while the fast track option allows those already qualified in health screening, fitness testing and nutrition to simply complete an assessment.

## Turning outcomes into opportunities

The government's announcement to support apprenticeships is great news for our sector

**W**e've attracted more than £150m into the sector through apprenticeship funding over a two year period. This funding represents the tip of the iceberg when it comes to the benefits the apprenticeship programme brings to our sector and when you consider that a CSR outcome focuses on the government's commitment to an additional 75,000 apprenticeship places, we have a real opportunity to benefit further. The question is, are we ready to maximise that opportunity?

As I write this month's column, the government has published its departmental business plans outlining its priorities for the next four years. The plan for the Department for Business Innovation and Skills states that it will 'expand and improve the quality of the apprenticeship programme by March 2015', this is great news for the sector. The programme is an excellent way for employers to shape their workforce and for young people to start their career in our sector; and not forgetting the huge amount of investment the programme can deliver. However the outcomes of the CSR state that there will be a 25 per cent reduction in overall funding for further education and skills over the next four years.

This is a challenge for all sectors and once again places an emphasis on individuals and employers investing themselves to compensate for the loss of public funding. Employers in our sector are used to investing in staff when it comes to training, but this is still a challenge. We need to ensure, now more than ever, we are influencing the decision makers when it comes to accessing public funding and that means demonstrating our worth, and crucially, taking advantage of all opportunities.

Furthermore, the DCMS plan sets out how the government will boost economic growth, equip the country for future success and transform the way culture, media, sport and tourism are delivered. It sets out priorities including delivering a successful Olympic Games, creating a sporting legacy from the Games, and creating the conditions for growth in the tourism, media, leisure, creative and cultural institutions, by stripping away red tape and stimulating private sector investment.

These priorities put our sector at the heart of delivery, and we must ensure that we have the people in place to support that delivery. The Games catapults our sector into the spotlight like never before. It will deliver a sporting legacy, but we must ensure that legacy includes community cohesion, social development and targets for getting the nation physically active. By working together and utilising the opportunities through these challenging times, I am confident that we will.



**STEPHEN STUDD** is chief executive of **SkillsActive**

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**Closing Date: 30th November 2010**

**Interview dates: Week commencing 13th December 2010**

**For further Information about the Centre and School or an application pack please visit our website: [www.stmargaretsbushey.org.uk](http://www.stmargaretsbushey.org.uk)**

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**CLOSING DATE: 23rd November 2010 - Midday**

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**FOR MORE DETAILS ON THE ABOVE, PLEASE CONTACT:**

**Ian Tierney - Manager, Cycling Projects**  
**3 Priory Court, Buttermarket Street, Warrington, WA1 2NP.**  
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**Closing date: 3rd December 2010 Interviews w/c 13th December 2010**

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**Location:** Nationwide, UK  
**Closing date:** 31 Oct 2011

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**Location:** West Sussex, UK  
**Closing date:** 20 Nov 2010

### Bar/Complex Managers

**Company:** Park Holidays UK Ltd  
**Location:** South, UK

### Part Time Therapists

**Company:** Wildmoor Spa and Health Club  
**Salary:** Competitive  
**Location:** Stratford-upon-Avon, UK

### Spa and Wellness Director

**Company:** The Andaman  
**Location:** Langkawi, Malaysia

### Part-time Customer Advisors

**Company:** Liz Earle Naturally Active  
**Skincare**  
**Salary:** £70 or £80 per day  
**Location:** Nationwide, UK

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**Company:** Relax  
**Salary:** £16,500 plus commission  
**Location:** London, UK



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The 7th edition of the Health Club Management Handbook is being distributed in January 2011.

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## ACE launches new arts funding application process

Agency's new 'open' system set to replace existing regularly funded organisations approach from April 2012

By **Pete Hayman**

Arts Council England (ACE) has launched a new funding system that will require all English arts groups to apply for support as part of an 'open process'.

The current system that sees 850 organisations receive a regular contribution from ACE will be replaced from April 2012, with bids made under the new process to be reviewed every three years.

Future agreements will be 'tailor-made' to ensure transparency and efficiency, while ACE

is planning to move away from a one-size-fits-all approach.

ACE identified two new types of relationship – strategic and programme – to guide funding decisions, the majority of which to be focused on the latter.

Meanwhile, strategic alliances will be formed with groups identified as important to the nation's arts industry.

ACE chair Dame Liz Forgan said: "While the funding cuts will have a severe impact on our budget, they will not dent the shape of our ambitions for the arts in this country."



All English arts organisations are being invited to bid for support

## Work underway on new Olympic Park "landmark"

By **Pete Hayman**

A groundbreaking ceremony has been held to mark the start of construction work on the new £19.1m ArcelorMittal Orbit tourist attraction in London.

The 115m (377ft) sculpture – to be sited at the Olympic Park – was designed by artist Anish Kapoor with structural engineer Cecil Balmond to consist of a "continuous looping lattice of tubular steel" and will be 22m



The £19.1m ArcelorMittal Orbit

(72ft) taller than the Statue of Liberty in New York, US.

Offering views across the 250-acre (101-hectare) Olympic

Park site – to be called the Queen Elizabeth Olympic Park after the Games, the "landmark" sculpture will contribute towards 2012 legacy plans.

The new tourist attraction is due to be handed over to the OPLC by March 2012, with the London 2012 Organising Committee planning to open it to visitors in summer 2012. It is then scheduled to reopen again in spring 2013 following a "period of transformation".

## London to miss 'green targets'?

'Significant work' is still needed to ensure the 2012 Olympic and Paralympic Games meets environmental aims set by organisers, according to the London Assembly.

A study – *Going for Green* – commends efforts to make the event sustainable but warned it might not be as "transformative" as first hoped.

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