

leisureopportunities

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Shrek's Adventure is game-changer for Merlin

Eddie Saul, creative lead for Merlin Entertainment's upcoming Shrek's Adventure, has said the experience will push the company's linear attraction model to new heights. Merlin is using new immersive technology and DreamWorks IPs to lift the new attraction, at its midway cluster in central London, to the next level.

Speaking exclusively to *Leisure Opportunities*, Saul – who also operates as creative lead for all of Merlin's highly popular Dungeon experiences – explained how the Shrek-themed version would be a step up on what was currently on offer.

"To put it into kind of its basic format we describe them as batch linear experiences," said Saul. "What that means is they are a way for people to go on an experience and feel like they can influence a story. If you go round a Dungeon, you can go and think that's the first time the show has been like that



The Shrek experience has been designed to be completely immersive

and often it is – they're kind of spontaneous.

"The added layer you've got with the DreamWorks experience is that world of content. DreamWorks has created such characters that kind of stick in everyone's mind. It's that layer which differentiates it from a Dungeon.

We're pushing that model further and seeing what it can do."

Working in conjunction with DreamWorks Animation, the immersive story will follow a similar format to that of the London Dungeon – minus the frights. Starting at the 'Far Far Away Bus Depo', visitors will be transported to a fairytale world with the help of a 4D experience by Simworx. With Donkey in the driving seat, the immersive flying bus ride combines state of the art technology, brand new DreamWorks 3D animation and multi-sensory special effects. Following a crash-landing in Shrek's swamp, visitors will find themselves in Far Far Away.

Collins-construction is working on the project build, which has been designed not to impact the Grade II Listed County Hall.

Shrek's Adventure opens in July 2015 with tickets for the attraction going on sale in March. Details: <http://lei.sr?a=F7W4H>

ukactive seeks board members for 'new era'

ukactive is inviting applications for its new board as it embarks on a "new era," following the conclusion of a nine-month governance review.

The call for applications marks the start of a new chapter for the organisation, following the announcement that longstanding CEO David Stalker is to stand down this June after seven years at the helm. The recently-concluded governance evaluation was carried out as part of the body's repositioning from health and fitness representative to wider physical activity advocate. *Continued on back cover*

Apple unveils new smartwatch range

Apple has finally unveiled its new smartwatch collection – available from US\$349 (£324, £231) to US\$17,000 (£15,800, £11,300) – which is being hailed as a catalyst for the wearable tech sector.

At a press event held in San Francisco, US, Apple unveiled a traditional model and a basic aluminium-based sport-branded version of the Apple Watch. With all available models, the Apple Watch will have 38 different variations based on either an aluminium, steel or gold-cased version. The higher end editions will include more storage space and might allow some of their parts to be upgraded at a later point in time.

20 million units have been forecast to be sold by the end of the year, though that number



Apple's Tim Cook reveals details of the new watch

could fluctuate anywhere between 8 million and 60 million units, according to a range of analysts. The device will go on sale on 24 April and is predicted to lead to boom in the wearable tech market. <http://lei.sr?a=s3B4g>

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Charter launched for disability sport

The English Federation of Disability Sport (EFDS) has launched a new *Charter for Change*, designed to ensure many more disabled people can reap the benefits of being active for life.

The charter looks to establish three priorities for all those organisations and companies involved in – or connected with – the provision of sports in England:

- Everyone involved in providing sport or physical activity will support disabled people to participate
- Disabled people will have the same opportunity as non-disabled people to be active
- All communications about physical activity will promote positive public attitudes towards disabled people's participation

Organisations were asked to commit their support to the charter, which was launched last month by EFDS' honorary president, Baroness Tanni Grey-Thompson.

"Being active has so many social, health and economic benefits for everyone,"



Baroness Tanni Grey-Thompson launched the charter in parliament

Grey-Thompson said. "It is concerning that more organisations do not prioritise disabled people's activity in their work. We know it is not one simple change needed to improve the continual low numbers of active disabled people. It could involve many changes."

In January, Sport England figures showed 121,700 fewer disabled people participated in the period October 2013-14 since the previous recording. *Details: <http://lei.sr?a=D9f9s>*

Football facilities to share £17.7m funding

A total of 80 grassroots football facilities in England will benefit from £17.7m worth of investment from the Premier League and The FA Facilities Fund.

The latest funding round will help develop new and upgrade existing community facilities with floodlit, all-weather third-generation (3G) artificial grass pitches (AGPs) and modern changing rooms.

Richard Scudamore, Premier League CEO, said: "These new sites are hubs of their communities, used

by schools and local teams, and enable more and more people to enjoy our national game each and every week purely for the love of it.

"Many of the facilities are also used by Premier League and other professional clubs for their excellent community work."

The latest round follows two previous tranches of funding in May 2014 and October 2014, which yielded £44.8m of investment and saw 235 grassroots facilities projects benefit.



Premier League CEO Richard Scudamore is eager to support grassroots

Premier League and The FA Facilities Fund aims to improve the experience for regular grassroots players and attract new players by providing more high quality facilities.

In March 2014, a survey by *Sky Sports* showed that 46 per cent of those playing regular grassroots football rated facilities in their area as "poor" or "very poor". A full list of the 80 facilities to benefit can be found at the following link. *Details: <http://lei.sr?a=n4n8F>*

Ireland increases sport NGB fund

The Irish government has increased its investment in the country's national governing bodies of sport (NGB).

Channeled through the Irish Sports Council (ISC), a total of €14.5m will be made available to NGBs during 2015 – an increase of more than €700,000 on the funding levels from last year.

The investment includes an allocation of €8m to 59 NGBs, while €6.1m will be invested in 22 Performance Plans, set to support Irish participation at the 2016 Rio Olympic and Paralympic Games.

Minister of state for sport, Michael Ring, said: "Today's investment is a substantial commitment from the Irish Government to the National Governing Bodies of Sport in Ireland.

"The importance of sport cannot be understated. Sport has the unique ability to activate local communities through participation and volunteerism whilst uniting a nation. The funding also includes a £444,831 grant



The funding will be spread across the 59 Irish NGBs

to support the Women in Sport programme – which has been adopted by 23 Irish NGBs.

This year marks the 10th anniversary of the Women in Sport programme, a scheme which aims to raise physical activity levels among women. It's been described as a key driver in closing the gender gap, as women's participation has grown from 39 per cent (2011) to 42.7 per cent (2013). *Details: <http://lei.sr?a=U7P8B>*

Chelsea FC nets £40m-a-year shirt deal

Chelsea FC has secured the second-largest shirt sponsorship deal in the history of English football as the club bids to boost its transfer market war chest without falling foul of Financial Fair Play rules.

The English Premier League leader has agreed a five-year contract with tyre manufacturer The Yokohama Rubber Company, worth a reported £40m a year. The deal – running from the start of the 2015/16 season – will see

the Yokohama brand appearing on all Chelsea FC shirts from the first team to youth teams.

The sponsorship deal is worth more than double the previous £18m agreement Chelsea had with Samsung and in English football history is second only to the £53m-a-year deal Manchester United secured with Chevrolet.

Chelsea FC manager Jose Mourinho has frequently complained about the paucity of his squad and is now widely believed to be seeking reinforcements in the summer transfer window, with £30m-rated Real Madrid defender Raphael Varane thought to be among these targets. Mourinho has so far had to sell



Chelsea FC was the most-watched PL team on TV worldwide last year

off a number of big stars to fund acquisitions while staying within Financial Fair Play regulations, so the commercial capital boost will no doubt embolden his transfer market ambitions.

The club is hoping to secure a number of sponsorship opportunities, having recently brought in Christian Purslow as head of global commercial activities. Last season Chelsea FC was the most watched Premier League team on television worldwide, with over 31,000 broadcast hours, and Purslow has been tasked with driving the club's strategy to partner "market-leading organisations" from around the world.

Details: <http://lei.sr?a=P9M4A>

Latest Improvement Fund focuses on artificial pitches

Grassroots hockey, football and rugby are the major beneficiaries of the latest round of Sport England's Improvement Fund.

Twelve projects will share a total of £4.3m, with the majority of the grants going towards improving artificial grass pitches.

Ten of the 12 projects will either build new, or replace existing artificial surfaces, improving the quality of the playing pitches. The other projects include building a new boathouse and gymnastics centre. Each project has received between £150,000 and £500,000 from the fund.

In total, £45m of Lottery funding will be invested into local, medium-size projects.

Details: <http://lei.sr?a=m9g7r>



The new stadium is part of a £135m project

Castleford Tigers gets green light for £135m plan

Wakefield Council has granted planning permission for Castleford Tigers' ambitious £135m stadium complex.

As well as a 10,000-capacity stadium, the development – situated near Junction 32 of the M62 at Glasshoughton – will also include a 50-acre country park, as well as featuring shops and restaurants.

Tigers' development partner for the scheme, Lateral Property Group, has indicated that the scheme is likely to create a total of around 2,000 jobs.

As part of the campaign, the Council was presented signatures from more than 6,000 people backing the application.

Tigers CEO Steve Gill, said: "Today has been a big milestone in the club's history and one I'm so proud to be part of.

"We've worked tirelessly to get to this point and I'm overwhelmed by the masses of support we have received and the well wishes, especially from other Super League clubs, cementing the fact that Rugby League is the best sport in the world, with awesome fans."

Details: <http://lei.sr?a=G9B9C>

The secret behind our success

What do England Rugby star Tom Youngs and Olympic gold medallist Joanna Rowsell have in common? Yes they're both incredibly successful British athletes but did you know that they both use the Wattbike as a fundamental part of their training?



Olympic Champion and five time World Champion, Wattbike ambassador, Joanna Rowsell

With the World Cup just around the corner England and Leicester Tigers forward Tom Youngs has bounced back from a shoulder injury he sustained in September to put himself in contention for a place in England's starting fifteen.

"I've taken a few hits on the Rugby pitch but I'll never forget my first '3 minutes test' on the Wattbike, luckily an in-built competitive nature that runs in the family lends itself pretty well to pushing yourself to the max! And since then I've never looked back..." explained Tom.

In September 2014, whilst playing for Leicester, Tom suffered a shoulder injury that put him out of the game for the rest of the year, into surgery and facing a three month rehabilitation period.

"It's any athlete's worst nightmare. Any Rugby player or fan will understand how frustrating this time was for me, not only was the Six Nations just around the corner but the World Cup was already in all our minds.

"Working hard to get myself back to full fitness, I set up a Wattbike in my garage, I already had a love/hate relationship with this fantastic piece of kit and knew that all the pain would be worth the gain! The whole England team use them in the warm ups and recovery sessions and personally, the bike has been key in helping me train through my rehabilitation as the level of accuracy and measurability allows me to train in the correct 'zones' for my progress.

"The bike has really improved my power output, a vital asset as a hooker in rugby, as well as my aerobic capacity and leg strength. The workouts push me, but keep me training 'smart'. The Wattbike formed a key piece of kit during the Six Nations training and will do looking ahead to the competitive World Cup selections later this year," said Tom.

Olympic Gold medallist in the women's team pursuit and a five time World Champion Joanna Rowsell has been an advocate of the Wattbike for many years.



Newly signed Wattbike ambassador Tom Youngs in action for England

Train like Tom with this Wattbike Lactic Tolerance session

This session is designed to work Tom at his supramaximal level creating a lot of lactate which mirrors what happens during a game. This will help Tom to cope with the lactic acid build up more effectively. Tom uses a Wattbike Pro but depending on your ability it's probably better to start off on the Wattbike Trainer. Remember - everyone has their own specific training zones so you may need to adjust the setting for your own capabilities. You can find out more by visiting www.wattbike.com

WARM-UP:

- 3 min spin with several 5 sec bursts, resistance 1

BLOCK 1:

- Set the resistance to 5
- 200m as fast as possible (aim for under 12 secs) - 50 secs rest - X 5 reps
- 2 mins rest after last rep

BLOCK 2:

- Set the resistance to 2/3
- 500m as fast as possible (aim for under 36 secs) - 75 secs rest - X 4 reps
- 2 mins rest after last rep

BLOCK 3:

- Set the resistance to 1/2
- 750m as fast as possible (aim for under 60 secs) - 90 secs rest - X 2 reps
- 2 mins rest after last rep

BLOCK 4:

- Set the resistance to 4/5
- 200m as fast as possible (aim for under 22 secs) - 30 secs rest - X 3 reps
- 2 mins rest after last rep

"Training indoors is where the hard work is done to achieve big goals on the track and the road. The Wattbike offers training to power which is by far the most effective and efficient way for any cyclist to improve on a bike. Plus it has benefits across a whole range of other sports, rugby, football, sailing, the fact that you can train with a combination of power, heart-rate and cadence ensures that everyone can train at exactly the right intensity for any desired outcome."

"I have written a training plan that I hope

you'll all enjoy. It's to help improve your fitness with the aim of going faster against the clock. It's suitable for specific 10 mile time trialists, Triathletes and people wanting to increase threshold/sustained power. I used the sessions to help me on the way to my British National Time Trial Championship wins," said Joanna.

Visit: https://wattbike.com/uk/guide/training_plans/wattbike_10_mile_time_trial_training_plan_with_joanna_rowse to download the full training plan

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Mel Spooner goes solo with new business launch

Former FitPro head of commercial operations Mel Spooner has embarked on a new venture – launching fitness-focused project management firm The Project Network.

Having spent 12-years in the commercial fitness market working for the likes of Technogym, PTA Global and TRX, Spooner decided the time was right to form a new private company.

The firm is a portfolio of six brands, providing bespoke project management for the global fitness industry. The network specialises in handling projects including business and strategic development, training and education and more.

Details: <http://lei.sr?a=T9A6s>



John Oxley has a wealth of leisure experience

Oxley to swap Active Nation for Places for People Leisure

Active Nation MD John Oxley is to join rival operator Places for People Leisure (PPL) as operations director and will also sit on its main Board of Directors.

Oxley has spent seven years at the Active Nation helm and was previously operations director at Everyone Active, owned by SLM. His is the latest high-profile appointment at PPL, following the announcement of Sandra Dodd as the new CEO.

“There is an immense amount of talent in the team at Places for People Leisure. It is a key time to be joining such a significant player in the leisure industry and I am excited for what the future holds in my operations role,” said Oxley, who takes up his new post on 20 April.

“Making a real difference to the health of the nation and encouraging more people to become more active drives my commitment to the sector, and my new employer.”

PPL currently manages more than 115 facilities across England and partners with 36 local authorities, with plans for further growth during 2015.

Details: <http://lei.sr?a=B9Y6E>

Castle View buys weight loss firm

The owner of Sports Leisure Management (SLM) has acquired wellness intervention provider Weight Management Centre as it bids to cement its position as a leading public health delivery partner.

Family-owned business Castle View – which bought SLM in 2000 – took control of Weight Management Centre earlier this month for an undisclosed fee. SLM operates 102 leisure venues under the trading name Everyone Active and last year made moves towards wellness intervention with the launch of its public health division Everyone Health.

Established in February 2014, Everyone Health has won a string of contracts to provide weight management services on behalf of local authorities, and the acquisition of Weight Management Centre will no doubt strengthen the organisation's overall public health offering. According to its website, Weight Management Centre aims to provide a one-stop shop for all weight management and obesity requirements, as well as providing related training and qualifications which are accredited by SkillsActive.

The physical activity sector has long been pushing to become a frontline service in the



Everyone Active managing director David Bibby

battle against obesity, with ukactive CEO David Stalker last year suggesting the public health delivery sector represents an £8bn opportunity.

Castle View's acquisition of Weight Management Centre, for an undisclosed fee, is part of its strategy to achieve significant growth in 2015. As such, the company has also taken over training provider Discovery Learning.

According to Everyone Active managing director David Bibby, the organisation is eager to capitalise on the potential synergy between the business and its new acquisitions.

Details: <http://lei.sr?a=G9R4g>

Cricket star Olonga to speak at active-net

Former Zimbabwean test cricketer Henry Olonga will be the after-dinner speaker for this year's active-net event.

Olonga made his international cricketing debut in 1995, becoming the youngest player to represent Zimbabwe and the first black cricketer to play for the country.

Active-net, now in its second year, will take place from 29-30 April at Burleigh Court and Holywell Park, Loughborough. As well as one-to-one buyer and supplier meetings, the physical activity sector event will feature a strong educational element and networking programme. It is aimed at all operators and suppliers with a focus on the public sector, whether it be Trusts, Local Authorities or Universities/Colleges.

This year's educational workshops will focus on the latest research from organisations including Les Mills International, The Leisure Database Company and Leisure-net Solutions. Topics up for discussion will include leadership and professional development in the sector, as well as how to improve insight and intelligence in the sector.



Olonga was the first black cricketer to play for Zimbabwe

“The quality of the speakers in our workshops this year is exceptional,” said Mike Hill, active-net organiser and Leisure-net Solutions MD. “For our keynote session we are introducing something totally new to the sector, which will hopefully make people think differently about how they do business and manage their work/life balance.” *Leisure Opportunities*, will be media partner for active-net, with CIMSPA and ukactive also supporting.

Details: <http://lei.sr?a=n5d2D>

Nuffield eyes brand makeover

Nuffield Health has hired London-based consultancy Handsome Brands as the charity attempts to drive expansion across its network of health and wellbeing services.

Handsome's brief is to overhaul Nuffield's branded architecture across the entire business. It will join the creative team already working with Nuffield to make the company "more relevant and modern for the digital age." This team includes advertising agency Now, which is behind Nuffield's current TV campaign "Small Victory."

"We believe that it is an incredibly exciting time for Nuffield Health, their new 'above the line' campaign and organisation of the business is really beginning to define what Nuffield Health are about; focusing completely on the customer and their wellbeing," said Handsome MD Joe Bachle-Morris.

With a broad spectrum of health and wellbeing services including private hospitals, health clubs, corporate healthcare and physiotherapy, Nuffield is intensifying efforts to promote



Handsome Brands managing director Joe Bachle-Morris

its integrated care pathways. In October 2014, it signed £330m worth of debt facilities to further its strategic development plans, which include a significantly increased presence in the health club market, particularly in London.

The tie-up with Handsome will see the consultancy overhaul its internal and external communications, with audiences including consumers, corporates and health professionals. Delivery for the initial brand architecture and guidelines is due at the beginning of April 2015. *Details:* <http://lei.sr?a=E8Y7r>

Gyms tap into extreme challenges trend

The growing popularity of extreme fitness challenges such as Iron Man events and triathlons, has led to a raft of new training tie-ups, as health clubs scamper to offer their expertise and facilities to the booming market.

Endurance events have become increasingly prevalent in recent years, with extreme fitness identified as a major trend in the Fitness Foresight section of the recently-published 2015 *Health Club Handbook* (p.20)

Since then, the industry has seen Virgin Active announce a partnership with Tough Mudder, while gym chain Xercise4Less has this week unveiled a new tie-up with Total Warrior.

Holding six events in 2015, in Leeds, The Lake District and Edinburgh, each Total Warrior pushes participants to their limits across a brutal obstacle course challenge. The partnership sees Xercise4Less become the "official place to train" for people taking part in a Total Warrior event, and it will also urge its



Consumers are increasingly willing to splash out on extreme events

200,000 strong membership base to take part. Xercise4Less will also be offering discounted membership to anyone who registers to take part in a Total Warrior event, as well as rolling out "Warrior Training" at each gym site.

"When taking on an exercise regime, facing challenges and overcoming obstacles is all part of the journey," said Xercise4Less COO Stuart Perrin, who noted there is natural synergy between Xercise4Less and Total Warrior.

Details: <http://lei.sr?a=j2Q9m>

Retention Convention

World retention experts collaborate for a one-off Retention Convention
Thursday 14 May 2015

Speakers

Dr Paul Bedford
Dr Melvyn Hillsdon
Guy Griffiths
Rob Gregory
Jan Middelkamp

Tickets are available from
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Only 120 seats



Retention Convention

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More than half of acne sufferers face abuse - study

The British Skin Foundation's recent acne survey found more than half of acne sufferers (56.8 per cent) have experienced verbal abuse from friends, family and other people they know due to their skin condition.

The *British Skin Foundation Acne Survey 2014-2015*, which had 2,299 respondents, highlights the emotional impact of the skin condition – for example the effect that it can have on a person's self-esteem and confidence.

Consultant dermatologist and British Skin Foundation spokesperson, Dr Anjali Mahto, said the psychological burden of this skin disease must be investigated further. Details: <http://lei.sr?a=S5V4P>



Gill Morris founded GMT Business Training

Gill Morris joins Habia as partnership director

Hair and Beauty Industry Authority (Habia) has appointed Gill Morris to the newly created position of partnership director. In this role, Morris will build and maintain key stakeholder relationships to develop business growth for Habia.

Morris is a founding member of Habia – which was conceived in 2000 – and she has worked in the industry for years, most recently running her own business consultancy and skills training company, GMT Business Training.

"I'm absolutely thrilled to be appointed as partnership director of Habia," said Morris. "I feel as though my career to date has brought me to this point and I'm looking forward to bringing education and the commercial side of the industry closer together – bridging the gap that often exists between the two."

Morris added: "My remit is to bring together education, industry and employers for mutual benefit ensuring the future success of not just Habia but the industry as a whole." Details: <http://lei.sr?a=m5Y6m>

Operators behind benchmarking

Spa managers from operations of different sizes and in different countries around the world gathered to discuss the importance of benchmarking at the Professional Spa & Wellness Convention at ExCeL in London last month.

Vice chair of the UK Spa Association Alex de Carvalho spoke about the UK spa market, highlighting the Association's benchmarking data – based on information submitted confidentially from 80 spas across the region.

Carvalho said there are 2,900 spas in the UK, which represent an annual turnover of £1.2bn. There are approximately 53,000 people employed in the UK spa market, which is the eighth largest spa market in the world – the largest is the US.

Don Camilleri, consultant for UK-based Hospitality and Leisure Concepts, who advises UK holiday company Center Parcs, gave a rare insight into the operation's facts and figures. Since 2001, there have been five spa locations developed at the leisure retreats



Alex de Carvalho is urging more UK spas to share their KPIs

known as Center Parcs. These spas have a combined total of 120 treatment rooms, 75 thermal experiences, 400 spa professionals and they serve approximately 500,000 guests a year. Staff turnover is reportedly less than 25 per cent. Camilleri added that the turnover forecast for the end of the financial year 2014/2015 will be around £21m. This means the average growth per year of the business is more than six per cent. Details: <http://lei.sr?a=v3U6Z>

Peak District due to launch this month

A UK inn and hotel is set to debut its Mill Wheel Spa this month, complete with a beach experience, water mill-powered shower and Heaven skincare by Deborah Mitchell – facialist to Simon Cowell, Gwyneth Paltrow, Claudia Schiffer, Victoria Beckham and Katie Price.

Owned and operated by the Kirk family since 1981, the 26-bedroom Three Horseshoes Country Inn at Blackshaw Moor in the UK's Peak District is adding thermal facilities to create a destination spa.

"We've always been involved with the hospitality trade but this is a new branch of hospitality that we have not yet experienced before," said Wendy Kirk.

"We've done a lot of research and wanted to create something unique. We're aiming to be come a major UK spa destination."

Features on offer at the spa will include a shower powered by the visual centrepiece of the spa – a water mill. "The water pours out



Katie and Wendy Kirk are two of the family team that manages the spa

from the shovels in intervals, alternatively warm and cold," the spa website says.

A large bed of warm sand will be available for guests of the spa, to recreate a seaside scene. The 25-minute experience takes guests from sunrise to peak sunshine and then sunset.

There is also a sauna, stone steambath, cedar plunge pool, two-person rasul mud bath, outdoor vitality pool and spa garden, in addition to a relaxation suite and three treatment rooms. Details: <http://lei.sr?a=D4N8W>



Five favourite new efficiency features include...

1. The ability to attach photos and any file types to asset items, faults, PPM tasks and logs, plus a power storage solution for the larger files.
2. A facility to record the amount of time spent on defects and work.
3. Email notifications for pending planned maintenance tasks and commitments, plus automatic email communications associated with work requests and defects.
4. Additional components to help prioritise repairs.
5. Technical logs to store recordings of data associated with facilities.

A better (faster, easier, cheaper) way to protect your assets



WAM - updated and enhanced this Spring - is saving organisations like yours time and money, and helping ensure optimum customer service

When Quest reported back to Formby Leisure Pool Trust earlier this year they put a spotlight on the achievements and efficiency of their maintenance programme and its ability to help them deliver excellent operational service.

Formby Leisure Trust, like scores of other organisations around the UK, have signed up to WAM (Workflow Asset Management), a simple, affordable, accessible web based programme that combines their bespoke inventory of assets with a maintenance scheduling tool to help ensure efficiency. "WAM has proven to be integral to the success of our highly rated maintenance programme, and was credited as a significant factor in our excellent rating in our first Quest inspection," says Chris Von Bargen, duty manager at the centre. "In the past all our maintenance was paper based, but having it organised and online has transformed the way we work."

How does it work?

WAM's a web based system that provides you with a bespoke asset inventory interacting with a fault reporting and repair system and planned preventative task schedule. It's accessible to all staff on site for a one off set up cost per organisation, and is incredibly easy to use. Everyone who accesses the system can simply hit a button, key in a message (fault reported, part ordered, repair done etc) hit another button and the system updates while management teams can see at a glance faults reported, the progress of repairs, depreciation value of assets, contractor servicing and the preventative maintenance jobs being undertaken.

Where has it come from?

WAM was launched onto the market by award winning social enterprise Halo Leisure who created the system for their



centres in England and Wales and then, when it worked so well, created a business arm to share the system with other organisations. This year they've added a number of new features to enhance the programme further (see panel above). But leisure centres, spas and hotels who use the programme – many across multiple sites – talk about how it saves time and money by co-ordinating and monitoring maintenance work and have reported back on *its inherent flexibility and usability* (Waterside Hotel and Leisure Complex in Manchester), *its value for money and almost immediate impact on efficiency* (Avalon Leisure), *its ongoing impact on maintenance management and customer service* (Circadian Trust), and *its ease of use, even for staff not used to computers* (Slough Community Leisure).

“WAM was credited as a significant factor in our excellent rating in our first Quest inspection”

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Museums and galleries ban 'dangerous' selfie sticks

More museums and galleries worldwide are banning the use of a 'selfie stick', branding them 'dangerous' for artwork and visitors.

With similar bans existing for tripods and monopods, the selfie stick has recently been prohibited at famous US locations including the Getty in Los Angeles, the Smithsonian's Hirshhorn Museum and the Museum of Modern Art in New York.

The selfie has become a phenomenon to the point where the word has been added to the Oxford English Dictionary. In May, London was declared selfie capital of the world, while a recent Instagram survey revealed the Eiffel Tower as the most popular place to take a selfie. Details: <http://lei.sr?a=W2X7f>



Duncan Wilson will be Historic England's first CEO

English Heritage chooses Wilson for Historic England

English Heritage has announced Duncan Wilson as the first Historic England CEO.

Wilson's experience includes stints at Somerset House Trust, the Old Royal Naval College and Alexandra Palace, London.

"I am delighted to be given the extraordinary opportunity of leading Historic England at such a critical time for our national heritage," Wilson said.

"England's heritage is one of our greatest national assets and as its guardian, Historic England must make sure that it is not only passed on to future generations in the best possible state, but also that we make best use of it, and that more and more people share our passion for it."

From April, English Heritage officially splits into two organisations, a charity and a newly-named body, Historic England. The English Heritage charity will manage the National Heritage Collection of more than 400 historic sites, including Stonehenge and the site of the 1066 Battle of Hastings.

Kate Mavor was recently announced as the charity arm's first chief executive. Details: <http://lei.sr?a=p2Z4Y>

Lego Movie 4D film set for parks

Merlin Entertainments has announced it will be bringing a new 4D animated film based on the popular Lego Movie franchise exclusively to all of its Legoland theme parks and Legoland Discovery Centres worldwide in 2015.

Using a wide range of 4D effects such as wind, water, smoke and special lighting effects, the experience brings the film's main characters, Emmet and Wyldstyle, together for an original adventure previously unseen by fans of the franchise.

"We're really excited to be partnering with Warner Bros. Consumer Products and The LEGO Group on such an awesome adventure," said Merlin Entertainments chief executive officer Nick Varney.

"Emmet and Wyldstyle have become immensely popular at our theme parks and Discovery Centers across the globe and bringing this new 4D movie exclusively to our guests continues our Merlin philosophy of creating memorable family experiences."



The 4D film will feature at all Legoland theme parks and Discovery Centres

An annual study looking at the world's most powerful brands recently determined that Lego is the world's number one, beating the likes of PricewaterhouseCoopers, Red Bull and Ferrari to the title. Brand Finance cited the success of The Lego Movie for pushing the brand to top spot for power, after it generated nearly £325.3m over the last year. Lego has proved popular as a visitor attraction, with the brand continuing to expand, most recently through Merlin's seventh Legoland Discovery Center in the US. Details: <http://lei.sr?a=K7T3b>

Sea Life Brighton shows ancient beasts

Sea Life Brighton has unveiled a Jurassic Seas exhibition – a new concept for the brand involving digital dinosaurs, ancient fossils and prehistoric sea creatures.

Sea Life Brighton – the world's oldest operating aquarium – doesn't go quite back to the Jurassic era itself, but some of its inhabitants do, including the Giant Nautilus, Mudskippers and Horseshoe Crabs, which can be traced back

to before the dawn of man. Alongside the live exhibits, Jurassic Seas uses motion-sensor technology to bring back digital versions of Plesiosaurs, Megalodons and Liopleurodons, allowing guests to virtually feed the sea beasts with arm motions. In addition, the exhibition offers a selection of fossils, including a genuine Megalodon tooth, among other specimens.

"The Jurassic Seas project has been several years in the making, and we are



Plesiosaurs are among the sea creatures brought back to life in digital format

incredibly proud of the finished product," commented Max Leviston, general manager of Sea Life Brighton.

"Now that Jurassic Seas is open to the public, we are looking forward to sharing our passion for the feature with our visitors – I'm particularly looking forward to seeing just how people react when coming face to face with our digital dinosaurs!" Details: <http://lei.sr?a=b6A7p>

Starwood announces 40 European hotels

The International Hotel Investment Forum (IHIF) got off to a bang on 2 March, with Starwood announcing it is on course to open more than 40 new hotels and resorts across Europe in the next five years.

The hotel giant – which recently saw CEO, president and director Frits van Paasschen resign “by mutual agreement” – will concentrate on a combination of fast-growing and established markets as part of its expansion, with five new Starwood hotels set for Turkey alone this year across its various brands. Adam Aron, a director of the

company since 2006, has taken over the CEO role on an interim basis and has indicated – both in words and now in actions – that he has “no intention of merely being a caretaker.”

On the European pipeline, Simon Turner, Starwood’s president of global development said: “2014 was a record year of deal signings for Starwood in Europe with consistent, sustainable high-quality portfolio growth in key



The Forum was held at the InterContinental Hotel in Berlin

European markets and sought-after destinations. Growth momentum continues this year with 14 hotels to open in Europe and strong owner interest in our nine lifestyle brands.”

IHIF took place in Berlin from 2-4 March, attracting more than 1,900 hospitality and tourism professionals from over 70 countries during the three-day event. Details: <http://lei.sr?a=p2E7r>

M by Montcalm set for Shoreditch

The M by Montcalm hotel is set to launch in east London’s emerging technology district in an 18-storey building inspired by the work of ‘Op-Art’ artist Bridget Riley.

Constructed by SPG Contracts under a full design and build contract with the help of external consultants 5plus Architects, Curtins Engineering and KUT M&E consultants – the 296-key hotel features an unusual horizontal transom (a transverse horizontal structural beam or bar) that preserves the building’s original architectural

concept and vision. The hotel is expected to open in mid-April 2015 after a slight delay.

Within the hotel, there will be a three-treatment room M Spa with a Versace-tiled swimming pool, relaxation lounge, steamroom, sauna and whirlpool, as well as a gym. The spa will soft-launch in April, a spokesperson told *Leisure Opportunities*. Bedroom amenities will be supplied by Elemis and Hermès.

There will also be two restaurants, one on the ground floor, the other on the 17th floor



The hotel is being fully designed and built by SPG Contracts

of the property. M by Montcalm will also offer an exclusive facility on the 16th floor to hold meetings. Event space at the hotel can accommodate 200 people. According to the hotel website, it is “as much a place to play as to stay.” The hotel’s Tonic & Remedy bar is described as a “hip new Silicon Roundabout rendezvous” while the building it’s contained in is a “futuristic landmark, with its angular architecture affording breathtaking views.”

Details: <http://lei.sr?a=w7H9b>

Time to celebrate our international talent



PETER DUCKER
is chief executive
of the Institute
of Hospitality

Opposition to immigration is nothing new; it stretches back to at least the 1960s. But during the recent recession and the years following the 2004 enlargement of the EU, attitudes to immigration have hardened, according to the latest NatCen Social Research British Social Attitudes survey.

Politicians, rightly, want to ensure Britons are not put out of work by foreign labour, but we are concerned that, because of the level of anti-immigration rhetoric, the correct balance is not being struck.

In recent years, according to the Migration Advisory Committee, the over-riding trend has been for a large proportion of migrants to take low-skilled positions, replacing British workers who have moved on to higher-skilled and better-paid work. Many newly arrived migrants are therefore doing vital jobs in areas such as agriculture and food manufacturing that are unattractive to most Britons.

Hospitality and leisure are truly international industries that welcome people of all ages and backgrounds. You can enter at many different levels, straight from school, by taking an apprenticeship or after studying at college or university. The success and rapid expansion of our sector, and demographic changes that are shrinking the number of young Britons, mean that our industry would seriously struggle without our international workers.

We should be proud that we are providing talented people, whatever their origins, with rewarding career paths. From speaking to employees who have taken an Institute of Hospitality Management Diploma, we know that many who start in entry-level roles quickly move on to enjoy fulfilling career paths up into management.

Excessively limiting or denying the rights of foreigners to work in Britain may create serious difficulties, not just for our sector, but also for many areas of the economy.

After the general election, the priority of our new government should be to do all it can to encourage the world’s brightest and best to come to the UK.

With retention rates that are twice the industry average and an opportunity for fitness partners to double their profits with a league of new members, MoveGB's innovative membership model is a risk-free and lucrative proposition for operators, says MD Justin Mendleton.



ALL THE RIGHT MOVES

Where did the idea for MoveGB come from and when did it launch?

MoveGB was founded by Alister Rollins following the sale of his company, The Retention People (TRP), the market leader for loyalty and customer experience solutions to the industry.

After seeing the success of new industry models like iTunes and more recently Uber, we were convinced there was a better model for our industry, one that could more closely align the behaviour of exercisers with the commercial models of fitness operators and generate life long relationships between consumer and provider. If customers are worth more, businesses can afford to spend more keeping them active, which further increases their loyalty and value. We are seeing this vision materialise with 100s of our health club partners as we roll out across the UK.

We launched in Bristol in January 2013 and now have over 10,000 users joining every month and are doubling the profits for most of our partners.

What does MoveGB offer consumers?

We offer a universal fitness membership, allowing our customers to 'move' anywhere under one simple monthly plan. Venues in our network include a diverse range of operators such as gyms, leisure centres, climbing centres, boot camps, yoga, golf, bike rental, paddle boarding, sports massage, personal training etc. So it's a unique proposition for

our members, most of whom want diversity in their exercise regime to keep them motivated. Our model also works well for commuters and travellers, as well internationally (MoveUSA is already live in NYC).

How does the scheme work in practice?

We offer all new users a free trial to try out our partners. If they decide to continue, they can purchase one of our monthly Passport Plans based on how often they prefer to move each week.

What's the price point?

Our payment plans vary regionally but are always priced above our partner clubs, so it's just a bit more than the average gym membership in any city. We've also recently launched a Premium Passport, which includes high-end operators like The Park Club and several 5-star spas.

How many sites/activities are you affiliated with?

We are close to a thousand providers in the network and hundreds more join each month. We are live in NYC, London, Bristol, Southampton, Plymouth, Bath and Lincoln. Our roll out plans will see a further 20 UK cities live this year.

We're working with major brands such as Fitness First, Total Fitness and Everyone Active, through to independent chains like Soho Gyms and many single sites.

Why should operators partner with MoveGB?

We are like a large corporate account to our partners, bringing them totally new and committed members at zero cost of acquisition. We're effectively a free marketing service for them. As well as paying our partners for our members to access their facilities, many of our trial users convert to direct members of our partners.

What other benefits do you offer to clubs?

There's no fee for partners to join our network and no contractual tie-in, so partners can pull out with 48 hours notice. It's a risk-free proposition for them. We believe strongly that all relationships should be based on mutual value not legal contracts.

What other services do you offer?

We resell partners' additional services including PT, massage services as well as activities or courses that some of our specialist activity partners may provide.

Can you tell us more about your coaching division?

We offer a proactive concierge service to our members to help keep them active. We also use a lot of smart technology like TRP to monitor our members and engage when motivation is needed.

One of the problems the industry suffers from is a bad reputation for service. We're

“ If customers are worth more, businesses can afford to spend more keeping them active, which further increases their loyalty and value ”

MoveGB is working with many of the major chains like Fitness First, as well as many independent operators

determined to create a culture and model that places us as one of the best customer service companies in the world. So we've studied and visited companies like Amazon, and believe we have something pretty special.

Our coaches are empowered to do what they can to delight our members and have a weekly budget to spend to make sure it happens. We recently ordered a pizza to be delivered to a member who we charged on the wrong date. The charge caused them to go overdraw....and hungry! Needless to say an angry customer suddenly turned into our greatest fan!

Have you done research on exercise adherence and the MoveGB formula?

Yes, our model is based on the insight from over 15 million member records and 10



years at TRP. Our current business performance shows that the average length of stay is almost twice the fitness industry average, but we are still not satisfied and are obsessive about improving this.

How would you describe your company culture?

We're a young, purpose driven company. We only recruit people who are passionate about the industry, and in turn we offer them great benefits like unlimited annual leave, flexible hours, and a work environment with bean bags, free fruit and stand-up desks! We are currently on the look-out for offices as we are expanding so fast, the team has almost tripled since I joined the team five months ago.

Where do you see MoveGB's position in the future of fitness and leisure?

We face an inherent dilemma in the industry. We're all driven to get 'more people more active, more often' but if everyone exercised for the recommended 5 x 30

minutes every week, then most health and fitness clubs would need to be five times bigger. We need to fix this if the industry is going to do more than just survive.

By uniting traditional, low cost and boutique operators, MoveGB offers a way to spread members evenly, keeping the customers active and growing the size of the market for all.

But you can see why the market has anchored fitness to be worth such a low amount... because they don't actually use the service!

As an industry we should be as powerful financially and politically as the pharmaceutical industry. We have a far better product for most of the same ills, we just have to get people using it.

For more information, visit
MoveGB's operator website at:

www.webuyanymembership.com

Phone: 0845 519 6626

Email: partners@movegb.com

UK tourism funding trailing behind



KURT JANSON

is policy director of the Tourism Alliance

In a recent statement as to why VAT on tourism accommodation and attractions should not be lowered so that it is in line with other European destinations, the Treasury stated that one of the reasons why this wasn't necessary was because the government had significantly boosted funding via the GREAT campaign.

However, this statement overlooks the fact that the government has also progressively reduced funding for both VisitBritain and VisitEngland. In 2010, VisitBritain and VisitEngland had a combined allocation from DCMS of £45.1m. DCMS also allocated a further £1.9m to spread tourism out of London and £3.3m for regional tourism promotion – giving a total of £50.3m per annum.

In 2014-15, the combined funding that DCMS provides to the two Boards is £27.2m – a decrease of £17.9m or 40 per cent in nominal terms, or 57 per cent in real terms. Even if the GREAT campaign funding is added to this funding, the total is still £4.1m down on the GIA allocated to tourism in 2010.

While this overall level of funding is only marginally down on 2010 in nominal terms, the GREAT campaign ends this year and there is no guarantee the new government will continue the campaign or, if it does, fund tourism promotion as part of that.

VisitBritain is at a severe disadvantage compared to other major tourism destinations in terms of the budget to increase numbers. For 2015, VisitBritain's total revenue is £47.3m – considerably less than most other major tourism destinations such as France (£55.3m), Ireland (£63.2m), Spain (£65.7m), the US (£75.3m) and Australia (£90m).

VisitBritain is being outspent by other National Boards in key markets. For example, in China, which is one of the core target markets of the GREAT campaign, Australia is spending an average of £35m per annum while the US is spending £10m in addition to the spending of individual state organisations. The net result of which is that preliminary figures from ONS's International Passenger Survey indicate that visitor numbers from China to the UK decreased by 7 per cent in 2014.

So while the government has introduced the GREAT campaign, this has been at the expense of core tourism funding.

TOURISM

Varney laments China visa policy

British efforts to court Chinese tourism through a major Shanghai business festival launched by Prince William are missing the point because of the UK's visa policy.

That is the view of new BHA chair Nick Varney, who said that posters in China promoting British destinations are irrelevant when the UK's policy on Chinese visas makes it so difficult for visitors to get there.

The GREAT Festival of Creativity in Shanghai ran earlier this month, a partnership between the UK government and private sector to boost British penetration in fast-growing Chinese markets. Prince William opened the event on 2 March, while brands such as British Airways, Jaguar Land Rover, PwC and BBC Worldwide were sponsors. Tourism is high on the agenda, with the VisitBritain-led GREAT Britain marketing campaign featuring prominently in a bid to lure visitors from the rapidly expanding Chinese outbound tourism market.

However, Varney, who is also the CEO of attractions giant Merlin Entertainments, said that the marketing campaign is ultimately futile because of the UK government's stance regarding visas for Chinese visitors.



BHA chair Nick Varney believes it is time for a visa re-think

"I actually think it's not a tourism campaign. It's a corporate Britain branding campaign, as far as I can see," Varney was quoted as saying in an article from the *Financial Times*.

He added that branding Britain may be useful for attracting inward investment, "but if you are saying that a poster at Shanghai Airport saying 'Britain is Great' is going to get Chinese people to come to the UK for their holiday when actually the main barrier... is an overly expensive and overly complicated and onerous visa application process, then you're not running an integrated tourism strategy."

Details: <http://lei.sr?a=q6N9e>

Golf bodies club together to boost tourism

Golf Tourism England (GTE), the recently-formed body tasked with attracting more visitor income for English golf courses from tourism, has announced a new strategic partnership with England Golf.

The tie-up with the governing body for all amateur golf in England is an important landmark for GTE, which is aiming to unite key golf industry stakeholders as it bids to make up lost ground on rival golfing destinations. Boosted by the hosting of the 2014 Ryder Cup, Scotland's golf courses have been drawing a large number of tourists, while Ireland's facilities have also built up a solid reputation.

"In recent times, England has been guilty of resting on its laurels, while others around us, particularly our neighbours in Scotland and Ireland, have greatly benefitted on a joined-up approach, which has yielded excellent returns in terms of inbound tourism," said GTE founder and chief executive Andrew Cooke.

"I believe that this partnership (with England Golf) will allow us to establish stronger working relationships between the many individual bodies which currently have a stake in English golf tourism at present."



Golf Tourism England CEO Andrew Cooke

Since its launch in July 2014, almost 100 golf properties and tour operators have enlisted as GTE members, with further support for the initiative already having been offered by national tourist board VisitEngland. Cooke added: "With six Open Championship venues, some of the world's best examples of links, parkland, heathland and cliff-top golf, as well as vibrant cities we are confident that a similar approach (to Scotland and Ireland) can establish England as a prominent destination for golfers worldwide."

Details: <http://lei.sr?a=N7W5H>

London tunnels offer active commute

Design firm Gensler has been awarded a London Planning Award for its London Underline concept – a network of cycle and pedestrian paths running beneath the city.

Gensler first came up with the idea in 2014. With London's population higher than ever, the firm looked for ways to expand public space and offer alternative transport routes. The answer, they found, was underground in disused tube tunnels.

London has plenty of abandoned tube tunnels, stations and surplus infrastructure. By using these spaces and powering them with Pavegen tiles – tiles which run on a kinetic energy system allowing footfall to be transposed into electricity – Gensler's design would be a sustainable, innovative option for the capital.

Ian Mulcahey, co-director of Gensler London said: "The adaptation of surplus and under-utilised tube and rail tunnels could provide a quick and simple addition to our infrastructure network."



The Underline would offer retail spaces as well as active transport links

Following an announcement last month by London Mayor Boris Johnson concerning a new cycle superhighway for London, it's clear that health, fitness and sustainability are high on the agenda for the city. If the project goes ahead, the Underline would offer underground sites for shops, cafes, click and collect points, as well as event and exhibition spaces alongside its key role as a route for active commuting.

Details: <http://lei.sr?a=p8d4S>

Starchitects denied after Palace is pulled

Bromley Council has terminated an exclusivity contract with Chinese investor ZhongRong Group for the redevelopment of Crystal Palace.

A contract, that was originally signed in 2013, expired last month, following ZhongRong's failure to produce a £5m down-payment to extend the deal for another six months.

In March 2014 a shortlist of six architectural heavyweights were revealed to be vying for the Crystal Palace redevelopment, including

Zaha Hadid, Rogers Stirk Harbour & Partners and Grimshaw, among others.

Plans for the project hit a wall in June 2014, when discussions between Bromley Council and ZhongRong were severely delayed.

For the time being, it looks like plans to restore Crystal Palace into a leisure and cultural hub for London – offering hotel, sport and conference facilities – at a price tag of £500m, are well and truly on hold. Despite this, ZhongRong has issued a statement insisting

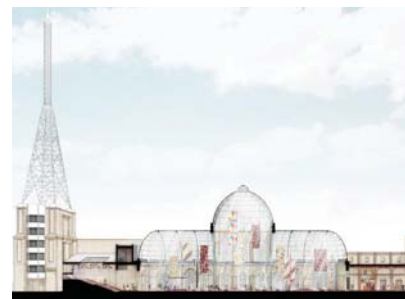


Plans for London's Crystal Palace have ground to a halt

the developer is still interested in the project and hopes to work with Bromley Council to find a solution to the "critical issues."

Originally constructed in 1851, Joseph Paxton's Crystal Palace was destroyed in a fire in 1936 and is in severe need of restoration and development. Bromley Council is still committed to spending £2.4m on improvement works in the park and has appointed Kinnear Landscape Architects to conduct a feasibility study.

Details: <http://lei.sr?a=s2a4B>



Ally Pally hotel plans were first mooted in the 80s

Alexandra Palace refurb given council green light

London's Alexandra Palace restoration has been granted planning consent by Haringey Council, bringing it closer to fruition.

The approved proposal to restore the palace's significant historic spaces hinges on a £28m Heritage Lottery Fund (HLF) grant, which is expected to be approved shortly.

Feilden Clegg Bradley Studios (FCBS) are the lead architects for the project. If the plans go ahead, parts of Alexandra Palace will be restored and revealed to the public for the first time in living memory.

The listed landmark will undergo a comprehensive renovation and a hidden theatre on site, dating back to 1875, will be fully restored, allowing for community and commercial use hosting cinema screenings, performances and accommodating up to 1,300 people. There are also proposals to add a hotel as part of a strategy to make the building financially and environmentally sustainable.

Details: <http://lei.sr?a=T7B4S>

London Olympic legacy continues with hotel plans

Developer and investor Union Hanover Securities has submitted a planning application for a boutique hotel scheme at Stratford City, site of the 2012 Olympic Games.

Designed by Grzywinski + Pons Architects, the £100m dual hotel scheme has been dubbed the Penny Brook Development.

The scheme will consist of a 137-bed Adagio building and a 249-bed boutique hotel, called the Penny Brook. The hotel will be situated in a 25-storey tower, offering spacious rooms that maximise daylight. The scheme will also provide a 530sq m (5,705sq ft) ground floor restaurant, 1,270sq m (13,670sq ft) of conference space, a 276sq m (2,970sq ft) top floor restaurant and an accompanying lounge.

Since 2012, Stratford has become a desirable location and the hotel should boost the London Legacy Development Corporation's plans. Details: <http://lei.sr?a=G9v7m>



Are you thinking of buying, selling, reviewing or leasing health & fitness sites in 2015?

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TRAINING

Labour details 'apprenticeship guarantee'

Labour leader Ed Miliband has outlined plans that would guarantee apprenticeships for every school leaver in England who "gets the grades" by 2020.

Labour has recently been detailing the business policies it would implement if it wins the general election in May, with training a core focus.

In a speech last month at the Jaguar Land Rover factory in Wolverhampton, Miliband identified better training and higher wages as central pillars to boosting productivity, and said that he would like to create an extra 80,000 apprenticeships. Youngsters with 'Level 3 qualifications' – the equivalent of having two A-Levels – would qualify for the scheme, but those with only GCSEs would not.

Apprenticeships have been a hot topic in the physical activity sector of late, following the attainment of Trailblazer status, allowing employers to define apprenticeship standards for PTs and leisure managers. The extra responsibility is designed to enable the industry to streamline training pathways and proactively address skills shortages.



Miliband said better training and higher wages boost productivity

The Trailblazer initiative – which has been rolled out across several industries – was brought in by the coalition government, and the Conservative party has also said it wants to create more apprenticeships if it stays in power.

Tory MP Grant Shapps has outlined proposals to cap benefits further, with a view to funding a total of three million apprenticeships. But critics pointed out that under the current government, the number of 16 to 19-year-olds in apprenticeships had actually decreased. *Details: <http://lei.sr?a=p4U9Y>*

Poor pool capacity could halt baby boom

The infant private swim school sector that has surged in the UK over the past decade is yet to reach its peak, although growth could still be checked by a lack of pool capacity, a Swimming Teachers Association (STA) survey has found.

Despite recent Sport England figures showing that overall swimming participation saw an eight per cent drop over the last 12 months, the baby swimming market remains buoyant.

Around 82 per cent of the swim schools which took part in the latest survey from STA said they had seen a "significant" rise over the last five years in the number of babies (youngsters aged two and under) they teach weekly.

The survey, which drew 206 responses from schools which teach a combined 50,000 babies each week, was a follow up to research carried out in 2009, designed to measure the industry's progress over the past five years.

Almost 86 per cent of respondents said the baby swim market had not yet reached its peak, although many warned that growth could be capped because of pool time availability.



82 per cent say the baby swim sector has grown since 2009

More than half admitted that the increase in demand for lessons compared with pool time availability was a concern; while 58 per cent said the limited number of pools also gave them cause for concern. Just over one third (34 per cent) also cited a lack of adequately qualified teachers as a problem for their business, compared with 24 per cent five years ago. On a positive note, 60 new swim schools have opened since the last survey – a 27 per cent increase. *Details: <http://lei.sr?a=k3G2f>*

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Company: Becky Adlington's Swim Stars
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Fitness Motivator

Company: Everyone Active
Location: Cirencester, UK

Receptionist

Company: Parkwood Leisure
Location: Bexleyheath, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Thetford, UK

Swimming Teachers

Company: Redditch Borough Council
Location: Redditch, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Customer Service Advisor

Company: GLL
Location: Cambridge, UK

General Manager

Company: The Gym Group
Location: Newcastle East, UK

Divisional Business Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Female Beach Lifeguards

Company: Coastline L.L.C.
Location: Jeddah-KSA

Receptionist

Company: Everyone Active
Location: Hertford, UK

Tennis Development Officer

Company: Lee Valley Regional Park Auth
Location: Lee Valley, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Fitness Apprenticeship

Company: énergie group
Location: Greater London, UK

Creche Assistant

Company: Everyone Active
Location: Warwickshire, UK

Studio For Hire

Company: énergie group
Location: Greater London, UK

Fitness Motivator

Company: Everyone Active
Location: Acton, UK

Operations Manager

Company: Redditch Borough Council
Location: Redditch, UK

Club Manager

Company: Impulse Leisure
Location: Wickford Essex, UK

Fitness Duty Manager

Company: Impulse Leisure
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Company: Parkwood Leisure
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Fitness Coach

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Duty Manager

Company: LED Leisure Management Ltd
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Leisure Assistant (Lifeguard)

Company: GLL
Location: Various locations, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Duty Officers (2 posts)

Company: Alive Leisure
Location: King's Lynn, UK

Duty Manager

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Recreation Assistant

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Implementation and Support Consultant

Company: Xn Hotel Systems
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Sales & Marketing Manager

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Outdoor Centre Manager

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Aquatics Manager

Company: Everyone Active
Location: Cleveland, UK

Business Development Manager

Company: HaB International Ltd
Location: Nationwide, UK

Leisure Centre Receptionist

Company: De Montfort University
Location: Leicester, UK

Senior Duty Manager

Company: Legacy Leisure
Location: Newbury, UK

Team Leader

Company: Everyone Active
Location: Southam Leisure Centre, UK

Fitness Instructor

Company: Parkwood Leisure
Location: Bexleyheath, UK

Receptionists

Company: Parkwood Leisure
Location: Bexleyheath, UK

Facility Manager

Company: Love Withington Baths
Location: Manchester, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Bexleyheath, UK

Membership Consultant

Company: énergie group
Location: East Grinstead, UK

Fitness Instructor

Company: énergie group
Location: Cricklewood, UK

Swim Lesson Manager

Company: Everyone Active
Location: Daventry, UK

Customer Service Advisor

Company: GLL
Location: Swindon, UK

Recreation Attendant

Company: Everyone Active
Location: Fareham, UK

General Manager

Company: The Gym Group
Location: Bournemouth, UK

Sport and Leisure Manager

Company: The Knole Academy
Location: Sevenoaks, Kent, UK

Account Manager

Company: Zoggs
Location: South East, UK

General Assistant

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

General Manager

Company: Nottingham City Council
Location: Various throughout Nottingham City, UK

Sport Development and Physical Activity Manager

Company: Redditch Borough Council
Location: Redditch, UK

Senior Customer Advisor

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Project Manager: Active People Active Park

Company: London Sport
Location: London

Regional Commercial Sales Manager - South

Company: Performance Health Systems UK Ltd.
Location: South, UK

Administrator - Live Active Programme

Company: Active Tameside
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Health Improvement Coordinator

Company: Active Tameside
Location: Tameside, UK

Lead Referral Officer

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Personal Trainer

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Tennis Manager

Company: Parkwood Leisure
Location: Solihull, UK

Specialist Lifestyle Advisor

Company: Active Tameside
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Regional Director

Company: Johnson Health Tech Co. Ltd
Location: Asia

Physical Activity Advisor

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Location: Home based and Oxford for office based duties, UK

Strategic Development Manager

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Leisure Assistant x 2

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Location: Leicester, UK

Head of Service

Company: Wiltshire Council
Location: Trowbridge, UK

Physical Activity Manager

Company: WLCT
Location: Wigan, UK

Shift Manager

Company: New Forest District Council
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Director of Sport, Exercise and Health

Company: University of Bristol
Location: Bristol, UK

Personal Trainers wanted

Company: Budget Gym
Location: Lewisham, London, UK

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Company: Parkwood Leisure
Location: Bexleyheath, UK

Lifeguard

Company: Parkwood Leisure
Location: North Somerset, UK

Beauty Therapist

Company: Center Parcs Ltd
Location: Various locations, UK

Swim Teacher

Company: Everyone Active
Location: Fareham, UK

Fitness Instructor

Company: énergie group
Location: Enfield, UK

Part time Team Leader (TL)

Company: Everyone Active
Location: Bristol, UK

General Manager

Company: Fusion Lifestyle
Location: Essex, England

Site Safety Co-Ordinator

Company: Everyone Active
Location: Bristol, UK

MoveGB Customer Motivator

Company: Move GB
Location: Bath, UK

Leisure Assistant (Lifeguard)

Company: GLL
Location: Cambridgeshire, UK

Regional Sales Manager

Company: Sports Art Fitness
Location: South Coast, UK

Swimming Teachers L1 and L2

Company: Legacy Leisure
Location: Windsor, UK

Personal Trainers

Company: The Gym Group
Location: Manchester Openshaw, UK

Sales Manager

Company: Fusion Lifestyle
Location: Surrey, England

General Manager

Company: Lifestyles Health & Fitness
Location: Beirut

Swimming Teacher L1 and L2

Company: Legacy Leisure
Location: Maidenhead, UK

Customer Service Advisor

Company: GLL
Location: Various locations, UK

Project / Event Manager

Company: Move GB
Location: Bath, UK

Contract Maintenance Engineer

Company: Everyone Active
Location: Stratford on Avon, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Membership Sales Advisor

Company: Énergie Group
Location: Wilmslow, UK

Arcade Manager

Company: Namco Operations Europe Ltd
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Member Services Advisor

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

Cluster Manager

Company: Xercise 4 Less
Location: Midlands, Scotland

Fitness Instructor/Consultant

Company: NRG Gym Limited
Location: Gravesend / Watford, UK

Membership Sales Advisor

Company: Anytime fitness
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Recreation Assistant

Company: Legacy Leisure
Location: Maidenhead, UK

Sales Manager

Company: Fusion Lifestyle
Location: Leicestershire, England

Fitness Instructor

Company: Énergie Group
Location: Buckinghamshire, UK

Fitness Apprenticeship

Company: Énergie Group
Location: Various locations, UK

Membership Consultant (p/t)

Company: Everyone Active
Location: Sutton, UK

Fitness Apprenticeship

Company: énergie group
Location: Bromley, UK

Membership Manager

Company: Énergie Group
Location: Andover, UK

Assistant Manager

Company: énergie group
Location: Hatfield, UK

Fitness Instructor

Company: énergie group
Location: Harrow, UK

General Manager

Company: Fusion Lifestyle
Location: London, England

Personal Trainers: Level 2

Company: The Gym Group
Location: Reading, UK

Speedflex Trainer/Physiologist

Company: Speedflex
Location: West Byfleet, Surrey, UK

Health & Fitness Club Manager

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Health & Fitness Club Instructor

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Customer Relations Manager

Company: Fusion Lifestyle
Location: London, England

General Manager

Company: Royal Wootton Bassett Sports
Location: Wiltshire, UK

Play Touch Rugby

Company: The Rugby Football League
Location: Nationwide, UK

Football League

Development Officer

Company: Soccersixes
Location: Nuneaton, Warwickshire, UK

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Various locations, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Managers

Company: The Gym Group
Location: Newcastle & Bournemouth, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: Midlands & South England

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Various locations, UK

Personal Trainers

Company: Club Training
Location: Nationwide

Training Manager

Company: Resense Spa
Location: Worldwide

Operations Manager

Company: Resense Spa
Location: Worldwide

Spa Manager

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

Spa Director

Company: GOCO Spa
Location: Venice, UK

Spa Director

Company: Sopwell House
Location: St Albans, UK

Beauty Therapist

Company: Energie
Location: St Albans, UK

Spa Therapist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

SeaQuarium Manager

Company: SeaQuarium
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ukactive seeks new board members

Continued from front cover

Among the major changes at ukactive going forward will be the streamlining of the organisation's board, down from 22 members to just nine.

The board will be comprised of a new independent chair and treasurer; three appointed independent non-executive directors with specialism in defined areas; and three elected representatives drawn from the ukactive membership to represent the views of members. In addition, there will be ukactive

CEO, David Stalker, who will stay on the board for at least 12 months to support the next CEO and also the new chair, who will replace the outgoing Fred Turok. According to ukactive, the new board has been designed based on best practice principles for effective governance and this will always ensure a minimum of 25 per cent of the board are independent and a minimum 25 per cent are female.

ukactive is currently requesting applications from its members for elected board positions across the following three seats:



David Stalker will stay on the ukactive board to support his replacement

- Commercial Fitness & Activity
- Local Authority Activity
- Wider Activity Promotion

"We're delighted to give our members the opportunity to sit on our board and take responsibility for the future direction of their trade body," said Stalker.

"We're looking forward to welcoming a board to step up to the challenge of leading us into a new era of collaboration, influence and the realisation of our mission."

Details: <http://lei.sr?a=w7P2v>

Liz Holmes lands Virgin Active role

Spa director Liz Holmes is to leave Darlington's, Rockliffe Hall after six years at the helm to take up the role of national health and beauty manager with health club chain Virgin Active.

Holmes is to replace Emma Williams, who after nine years at Virgin is heading to The Joshua Tree day spa in Nottingham. Williams met Holmes on an education panel at a beauty event and – having announced her intention to step down late last year – decided the Rockliffe Hall spa director would be her ideal successor.

For Holmes, the new role offers a fresh set of challenges and enables her to hand over to the "amazing team" at Rockliffe.

"While the scope and scale of the new role will change with 38 sites, many of the opportunities and challenges will be exactly the same," Holmes told *Leisure Opportunities*. "Key for me will be to get to the hearts and minds of the successful team and identify how we can make a positive impact on the business together."



Liz Holmes became spa director at Rockliffe in 2009

Having joined Rockliffe in 2009, Holmes grew the team to over 60 and scooped a slew of spa industry awards in the process. While she's eager to harness her extensive experience in the new role, she says the first couple of months will see her take stock and assess opportunities. Details: <http://lei.sr?a=f9H3P>

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