

# leisure opportunities

21 Aug - 3 Sept 2018 Issue 743

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## Debenhams introduces in-store gyms

Retailer Debenhams and fitness operator Sweat! have unveiled the opening date for the first of a chain of in-store gyms.

The first club to be operated by the partnership will launch on 10 September 2018 at the Debenhams Sutton store in south west London.

The 17,575sq ft site will offer a "friendly, group-oriented and performance driven gym experience". Facilities will include a large gym floor kitted with Technogym equipment, immersive cinematic exercise activity areas and digital health checkpoints.

The Sutton Sweat! club will be followed by two further sites in Manchester and Bristol – which are earmarked to open in 2019. Each club will follow the Sweat! format, which is focused on attracting a predominately 18-33 year-old female membership base.

The initiative is part of Debenhams' strategy to deliver 'social shopping' within its stores.

"Adding a highly innovative leisure facility to our stores is an integral part of our



■ Each in-store Debenhams gym will follow the Sweat! format

Debenhams Redesigned strategy, aimed at delivering 'social shopping'. I'm keen to see customer reactions to the initiative," said Sergio Bucher, Debenhams CEO.

Frank Reed, CEO of Sweat! gyms added: "The Sutton gym will be the sixth in Sweat's! portfolio and our first located within a shopping environment."

[More: http://lei.sr?a=z6t4c](http://lei.sr?a=z6t4c)



**Adding a leisure facility is an integral part of our strategy**

Sergio Bucher



### FITNESS

**Flying Fantastic reveals plans to expand outside London**

Co-founder Edel Wigan says training instructors is key

p6



### SPORT

**LTA reveals 10-year vision to create next tennis stars**

Scott Lloyd describes plans as a 'step-change'

p12



### ATTRACTIONS

**Revenues up but profit down at Merlin Entertainments**

CEO Nick Varney "pleased" with trading at theme parks

p24

## British Swimming chair **Maurice Watkins** appointed chair of British Basketball Federation

**B**ritish Basketball Federation (BBF) has appointed highly experienced sports governance veteran Maurice Watkins CBE as its new chair.

Watkins is the current chair of both British Swimming and the Rugby League European Federation, as well as a director at Lancashire County Cricket Club and a member of the British Olympic Association's (BOA) National Olympic Committee (NOC).

Prior to his current roles, Watkins spent 28 years as a board member of Manchester United Football Club.

As director of Manchester United Basketball Club in the 1980s and 90s, Watkins was considered as one of



■ Watkins spent 28 years as a director at Manchester United

**"Basketball is the fastest growing sport in the UK and we have a great deal of potential to change lives and communities"**

the architects of the original English Basketball League.

"Basketball is the fastest growing sport in the UK

and we have a great deal of potential to change lives and communities and develop professional players

who can perform at the highest level," Watkins said, following his appointment.

"To achieve this, we will work together. I've been encouraged by the unified voice of British Basketball and the Home Country Associations."

Watkins' experience will be seen as an asset to BBF, which has experienced a turbulent few years.

Earlier this year, it was given a "one-off" lifeline by elite funding agency UK Sport in order to help it fulfil international fixtures scheduled for its men's and women's teams.

"Recent events have been challenging for British Basketball," Watkins added.

## **Ray Algar** takes up strategic role at artificial intelligence-driven fitness equipment start-up Pendex



■ Algar will advise Pendex as it begins the roll-out of its range of connected exercise equipment

**F**itness industry analyst Ray Algar has taken up a non-executive, strategic advisory role at fitness equipment start-up Pendex.

Algar has been tasked with advising the company as it begins the roll-out of its range of connected exercise equipment, which uses artificial intelligence (AI) to "find new ways to attract, engage and support people" looking to get fit.

The company's AI-powered training machines offer real-time

**"The fitness industry needs to find new markets and attract people who have previously rejected its services"**

diagnostics and augmented feedback to users.

According to Algar, the new technology could appeal to those who aren't attracted to traditional gyms.

"The fitness industry needs to transcend new markets and attract people that have previously rejected its services," Algar said.

"I believe that Pendex fits very well into the next chapter of the fitness industry's evolution which is about authentic personalisation to ensure better health and fitness outcomes."

Spain-based Pendex was co-founded in 2015 by entrepreneur Alex Popyrin and rehabilitation expert Eugene Blum.



■ Jones will begin the two-year presidential term in September 2019

{ **"We need to come together to make the most of our assets, and make the case for our profession"** }

## RIBA elects **Alan Jones** as next president

**N**orthern Irish architect Alan Jones has been elected the next president of the Royal Institute of British Architects (RIBA).

Jones will take over the two-year presidential term from Ben Derbyshire on 1 September 2019.

Jones is director of his own architecture practice based in County Antrim. He is also a senior lecturer at Queen's University Belfast and the RIBA's vice president for education.

Speaking about his aims for his presidency, Jones said he will look to help architecture "make a case for itself".

"I am hugely grateful for the opportunity to follow in the footsteps

of Ben Derbyshire and past presidents, people who I have huge respect for," Jones said following his appointment.

The RIBA is a fantastic organisation with great resources, particularly its staff who I am keen to support more than ever.

"As individuals and as an institution, we need to come together to make the most of our assets, and make the case for our profession. We need to gather evidence and realise a more significant role and position in business and society.

"We must focus more on the pertinent issues that will increase the quality of service we provide and the added value we can bring."

# leisure opps

## Contents issue 743

### NEWS

Fitness 06 ➤

Sports 10 ➤

CIMSPA 13 ➤

Spa 15 ➤

Hotel 18 ➤

Tourism 20 ➤

Attractions 23 ➤

Insight 26 ➤

### CLASSIFIED & JOBS

Job opportunities 33 ➤

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Leisure Opportunities is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2017 ISSN 0952/8210 (Print). ISSN 2397-2394 (Online).





## Xercise4Less appoints **Peter Wright** as chief executive

**B**udget operator Xercise4Less has named fitness industry veteran Peter Wright as its new CEO.

Wright – who replaces the outgoing Simon Tutt – joins Xercise4Less from Turkish health club chain Mars Sportif, where, since 2013, he has helped to grow the business from six to 86 clubs.

During his 25-year career in fitness, Wright has also held the roles of CEO of the Body Masters fitness

**“I’m fully confident Peter can take us to the next level of growth”**

Jon Wright, founder, Xercise4Less

chain in Saudi Arabia and COO at Virgin Active.

“Peter joins at a very exciting time and I’m fully confident he can take Xercise4Less to the next level of growth and deliver on our aggressive expansion plans,” said Jon Wright, Xercise4Less founder.

Xercise4Less currently operates 52 clubs nationwide and is in the

midst of an expansion push which will see it open up to 10 gyms by the end of 2018 and a further 40 over the following two years.

Earlier this year, the company secured growth investment worth £42m from Swedish credit provider Proventus Capital Partners and set itself a target of having 100 clubs in the UK by the end of 2020.

■ Wright joins Xercise4Less from Turkish health club chain Mars Sportif, where he helped to grow the business from six to 86 clubs.

## Dyaco and **Johnny G** to pioneer Ride of Truth training programme

**D**yaco has partnered with Spinning inventor Johnny G to manufacture the new Johnny G by Spirit bike as part of plans to “revolutionise group exercise” with a new format.

The latest training programme, Ride of Truth, enhances class formats and also enables riders to challenge themselves individually in their training outside of a class setting.

Ride of Truth offers riders the opportunity to attend a five-hour event encompassing lectures, workshops and participation in various cycling training methodologies including hills, endurance intervals and



■ Johnny G by Spirit Bike is due to launch later this year

**“Ride of Truth offers cycling enthusiasts an opportunity to tap into the emotional strength within themselves”**

recovery. At the beginning of the event, participants set themselves an achievable yet ambitious time to beat in the

time trial which forms a key part of the day. Throughout the event, they take in the advice and guidance given

to them with the goal of achieving this target.

The time trial allows them to put into practice everything they’ve learned and experience the emotional aspect of taking on a challenge and facing adversity.

“Ride of Truth offers cycling enthusiasts an opportunity to tap into the emotional strength within themselves and focus their mind on a challenge that tests their physical limits,” said Johnny G.

“One that can only be achieved when the participant summons the tenacity and courage to defeat the adversity they are faced with.”



■ Smith set up Cares Family in 2011 which aims to help reduce loneliness

## Obama Foundation fellow **Alex Smith** to speak at ukactive National Summit

**A**lex Smith, founder of Cares Family and a fellow at the Obama Foundation, will give a keynote speech on loneliness at the ukactive National Summit next month.

Smith set up Cares Family – a group of four community networks based in London, Manchester and Liverpool – in 2011. The project aims to help reduce loneliness in “rapidly changing cities” by connecting young professionals with their older neighbours.

Earlier this year he was selected from more than 20,000 applicants around the world to be one of the first 20 Obama

Foundation fellows, in recognition of his work to address loneliness – described as one of society’s fastest growing problems.

“We live in an era of constant connection,” Smith said. “But we also live in a time when layered forces of globalisation, digitisation and transience are changing some communities faster than ever before, leaving many people feeling lonely and left behind.

“I’m excited to be joining ukactive’s National Summit 2018 to talk about how our activity – and especially our interaction – can help us all to stay close to one another.”

**“We live in an era of constant connection, But we also live in a time when layered forces of globalisation, digitisation and transience are changing communities faster than ever before”**

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## NEW OPERATORS

### Aerial fitness pioneer plans expansion

Edel Wigan, co-founder of aerial fitness operator Flying Fantastic, has revealed plans to take the concept outside of London for the first time.

Described as "circus skills for ordinary people", Flying Fantastic offers upside-down yoga and static trapeze exercises using hoops, silks and ropes which are attached to the ceiling.

The company currently has four locations in London – in Waterloo, Battersea, Wimbledon and Old Street – but has found expansion outside of the capital hard due to lack of instructors.

"We're currently formalising a teacher training programme, because although there's a pool of people with

the right skills in London – thanks to the existence of a degree course for circus professionals and performers in the city – this isn't the case outside the capital," Wigan told Leisure Opportunities.

Wigan founded Flying Fantastic in 2010 with her husband Chris, after coming across the format in South America, where it has proven popular.

When the duo moved back to London for work a year later, they decided to continue their new-found hobby by opening their own site.

"We now want to take the concept far and wide and are also looking to sell franchises," Wigan added.

**More:** <http://lei.sr?a=u6R4G>



■ Flying Fantastic currently operates at four locations in London



**We now want to take the concept far and wide**

Edel Wigan

## NEW OPENING

### Buzz Gym's new Oxford club brings 'outside inside'



**Oxford is our biggest gym to date**

Adam Stowell

Budget club operator Buzz Gym has opened its fourth club in Oxford.

The 18,000sq ft club is the first Buzz Gym to feature the chain's new Track & Field Zone concept – an area where the "outside is brought inside" with an artificial turf floor, training rig, sleds, tyres and HIIT equipment.

A grass scent is pumped throughout to mimic an outdoor training environment and the area utilises a heart rate tracking system for members to compete against others and track their own progress.

The club, which was launched with the help of a £1.25m funding



■ The Oxford site is the fourth in the Buzz's portfolio

package from HSBC, will have a capacity for 6,000 members.

"The funding from HSBC helped us develop our new Track & Field concept, which we expect will be a hit," said Adam Stowell, Buzz Gym's CEO. "Oxford is also our biggest gym to date."

**More:** <http://lei.sr?a=c6E4Q>



**FITNESS CHAINS**

## Snap expands into east – opens first club in Norfolk



**We're excited to add Thetford to our growing portfolio**

Ian Gosling

Twenty-four-hour gym franchise Snap Fitness has continued its UK expansion by securing its first club in Norfolk.

The US-based mid-market brand has signed a deal for three units at the mixed-use Thetford Riverside scheme, which it will use to create a club with a total floor space of 4,850sq ft.

Snap's UK Master Group franchisee MSG Life will operate the gym, which is due to open in late September or early October this year.

Facilities will include a gym kitted out with CV and resistance equipment from Technogym and a functional training area.



■ Snap is in the midst of an expansion push in the UK

"We're excited to add Thetford to our portfolio and can't wait to welcome our new members" said Ian Gosling, MD of MSG Life.

Snap is in the midst of an ambitious expansion push – it more than doubled its presence in 2017, reaching 44 locations, up from 21 at the start of the year.

[More: http://lei.sr?a=N2F5D](http://lei.sr?a=N2F5D)

**PUBLIC LEISURE**

## Active Nation takes over troubled trampoline park

Leisure operator Active Nation has taken over the operations at Jump Factory, a trampoline park in Basingstoke which ran into financial difficulties earlier this year.

Jump Factory began trading in February 2016. Problems with the business began to emerge in early 2018, however, as a result of the "seasonality of the business and increased competition". Business rescue specialist Begbies Traynor were appointed joint administrators in July.

Shortly after, Active Nation acquired the trampolines and other equipment – which were designed specifically



■ Active Nation has rebranded the former Jump Factory site as Atmosphere



**We're always looking for new ways to get people active**

Mark Learnihan

for the site in Basingstoke – and officially re-opened the facilities at the existing site on 1 August 2018.

Mark Learnihan, Active Nation's business development director said: "As a charity we always look for new ways to get people active. When the opportunity came to expand into a new region with activities that we didn't currently provide, we were excited to explore it further."

[More: http://lei.sr?a=x9p3R](http://lei.sr?a=x9p3R)

## Alliance Leisure launches new training and marketing brand

Alliance Leisure has rebranded its client support services, which will now be run under the TA6 brand.

The launch includes a restructure of the division and the introduction of new personnel to head up specialist areas. The move will enable TA6 to operate as a standalone brand benefiting from the experience, credibility and operational efficiencies of parent company, Alliance Leisure.

Heading up TA6 will be Paul Woodford, director of Operations and Partnership.

[More: http://lei.sr?a=b8M7c](http://lei.sr?a=b8M7c)

## ACQUISITIONS

# Xponential adds sixth brand to portfolio

Xponential Fitness has acquired US-based boutique chain Yoga Six for an undisclosed sum – making it the sixth business in Xponential's rapidly growing portfolio of fitness brands.

Yoga Six currently operates 12 studios in five US cities – San Diego, Chicago, St. Louis, Milwaukee and Columbus. Seven of the sites will be operated by Xponential, with the other five being under franchise deals.

Founded in 2012, Yoga Six offers a broad range of heated and non-heated yoga classes, boot camp style fitness classes and meditation.

Yoga Six will join Xponential's five other fitness brands – Club Pilates,

CycleBar, StretchLab, Row House and AKT.

US-based Xponential kicked off its global expansion in the UK this year, following a master franchise agreement with entrepreneur Oliver Chipp.

Chipp expects to open at least 30 CycleBar studios in UK over the next five years, with the first studio set to open in London this month.

"What we're creating at Xponential Fitness hasn't been done before and there's enormous consumer interest in boutique fitness across the globe that we intend to capitalise on," said John Kersh, Xponential's chief international development officer.

[More: http://lei.sr?a=J5H9e](http://lei.sr?a=J5H9e)



■ Yoga Six joins Xponential's five other fitness brands – Club Pilates, CycleBar, StretchLab, Row House and AKT



**What we're creating at Xponential hasn't been done before**

John Kersh

## NEW OPENING

# Orangetheory plans for first studio outside London



**The US-based operator is looking to strengthen its foothold on the UK market**

Orangetheory Fitness will open its first out-of-London UK studio in Altrincham, Greater Manchester, in December.

The US-based operator is looking to strengthen its foothold on the UK market and the Altrincham opening will kick-start the brand's expansion across the Midlands and Northern England.

In February, Orangetheory signed a deal with Wellcomm Health and Fitness, which will see 40 studios open by 2028.

The regional master franchise deal covers an area from Buckinghamshire to Northumberland. The studios will be operated by Wellcomm, a



■ (From left) Orangetheory's Dave Carney and Dave Long with Wellcomm's Mike Dixon and Alistair Firth

company set up for the venture by a group of entrepreneurs led by chair Mike Dixon and CEO Alistair Firth.

Described as one of the world's fastest-growing franchise businesses, Orangetheory launched its first studio in Fort Lauderdale, Florida, in 2010.

[More: http://lei.sr?a=J4c5t](http://lei.sr?a=J4c5t)



# The power of digital learning

Brad Tucker (below), Vice President & General Manager of Premier Global NASM shares some of the key benefits of digital learning.

Digital learning is transforming education in schools, colleges and universities and its benefits are increasingly being felt in our sector too. As the leading provider of fitness education for more than 20 years, Premier Global NASM has extensive experience of the opportunities and advantages that digital learning, combined with face to face delivery, offers both learners and employers. Here are some of the key benefits of digital learning:



system of learning. Content, curriculum and materials appeal to different learning styles: auditory, visual, kinaesthetic, reading and writing.

## ■ Flexible learning - With

digital learning students can continue to work while they study; they're no longer forced to put their lives on hold to become qualified. They also don't have to incur additional costs of commuting to a venue or study materials.

■ **Highly accessible** - Content and study materials can be accessed 24 hours a day, seven days a week, so students can learn at their own pace and at a convenient time and place. Students can access the learning material with their mobile devices or laptops. This flexibility opens the doors to a host of new learners and future recruits for the industry.

■ **Personalised learning** - Digital learning meets each student's needs by providing a variety of learning materials that cater to their individual

■ **Consistent delivery** - Delivering curriculum and content in a more controlled learning environment removes some of the variables that can negatively impact the student experience and creates a more consistent experience overall. Premier Training employs some of the industry's best tutors and their expertise is critical to the delivery of our digital product, for example through live digital lectures.

■ **Responsive** - A digitally built product allows us to quickly adapt our programme to make changes as



■ Digital learning meets students' individual needs

and when required by the industry. This ensures students always have access to the best and most up-to-date learning material based on the feedback we receive from the sector.

■ **Effective assessment** - We can measure the effectiveness of digital learning in a variety of ways to see how well students are engaging with the platform and learning materials and how the content is being received and retained. We can also measure outcomes related to the learning assessments, practical assessments, and theory assessments.

Premier Global NASM trains more than 70,000 fitness professionals across 23 countries every year and is successfully incorporating the latest digital technologies to deliver outstanding learner and trainer education experiences in all territories. ●



■ The flexibility of digital learning opens the doors to a host of new learners.

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## STADIUMS

### Women's football stadium for Sheffield

Plans have been unveiled to build the UK's first dedicated women's football stadium at Sheffield Olympic Legacy Park.

Scarborough Group International has submitted a planning application for a 3,900-capacity stadium, which would become the new home of Sheffield United Women Football Club.

Whittam Cox Architects, supported by Arup Sheffield, have been appointed to design the £5m Stadium, which will feature a single grandstand, housing hospitality and conferencing facilities as well as office space.

"We're looking forward to working with all Sheffield

Olympic Legacy Park stakeholders as we deliver the Community Stadium," said Mark Jackson at Scarborough Group.

"This will be the start of an important phase in realising the vision of the Park, bringing forward significant private sector investment.

"We plan to start on site as soon as possible, once we have finalised the necessary documentation with Sheffield City Council."

The plans come two months after Sheffield United Football Club rebranded its female team as Sheffield United Women, ditching the old 'Sheffield United Ladies' name.

[More: http://lei.sr?a=D9c6V](http://lei.sr?a=D9c6V)



■ The stadium is set to have a single-tier grandstand



**We plan to start on site as soon as possible**

Mark Jackson

## SPORTS SCIENCE

### Loughborough and Wattbike partner for cycle sport research



**Power is the principle method for evaluating cycling training**

Richard Baker

Indoor cycling specialist Wattbike has teamed up with Loughborough University (LU) in order to explore the scientific underpinnings of how power measurement is shaping the nature of cycle sport.

The four-year research project, set to begin this October, will have a particular focus on the accuracy and validity of both measurement and the application of power metrics to training and virtual and augmented reality cycling. The research will be carried out within Loughborough University's Sports Technology Institute and School



■ The four-year research project is set to begin this year

of Sport, Exercise and Health Studies.

"Power is now the principle method for prescribing and evaluating training, analysing performance and determining fitness," said Richard Baker, Wattbike MD.

[More: http://lei.sr?a=U4e9j](http://lei.sr?a=U4e9j)

UNIVERSITY SPORT

## 'Iconic sports building' for University of Stirling



**The centre will include purpose-built studios, a fitness suite, a sports hall and indoor cycling studio**

Stirling Council has approved plans for a £20m transformation of the University of Stirling's sports facilities.

FaulknerBrowns Architects have drawn up plans for an iconic new sports building that integrates with the university's existing world-class facilities, which include national tennis and swimming academies.

The University of Stirling Sports Centre will include purpose-built studios, a fitness suite, a three-court sports hall, indoor cycling studio, strength and conditioning area, as well as a high-performance suite.



■ The centre is spread across three levels and will integrate with existing sports facilities

The main building responds to the site at three levels – the lower story creating a robust base with links to the existing swimming academy and sports hall, and the two upper levels establishing a relationship with the street and surroundings.

[More: http://lei.sr?a=Y8K7s](http://lei.sr?a=Y8K7s)

FUNDING

## New £5m fund to improve access to sport in Wales

A funding initiative has been launched to encourage innovative ideas that help people build physical activity into their lives in Wales.

Grants from the first phase of the £5m Healthy and Active Fund (HAF) will be available to projects which improve physical activity levels and encourage collaboration between existing community assets, such as clubs, schools and workplaces.

HAF – a partnership between the Welsh government, Sport Wales and Public Health Wales – will also look to utilise new



■ Exact details of the fund will be revealed later this year



**Becoming healthy and active should not feel like an ordeal**

Vaughan Gething

technology in order to lower the barriers people experience when trying to get active.

"Becoming healthy and active should not feel like an ordeal or something to be apprehensive about," said Vaughan Gething, the Welsh government's cabinet secretary for health and social services.

Details of the HAF and the application process will be announced later this year.

[More: http://lei.sr?a=a2u9M\\_0](http://lei.sr?a=a2u9M_0)

## BBC: EPL clubs would make profits in empty stadiums

More than half of the clubs in the English Premier League (EPL) could make pre-tax profits even if they played at empty stadiums – without a single fan in attendance – according to research by the BBC.

A record £8.3bn broadcasting deal signed by the EPL ahead of the 2016-17 season – coupled with income from other commercial deals – meant that matchday income contributed less than 20p in every £1 earned by 18 top-flight outfits.

[More: http://lei.sr?a=h5G3E](http://lei.sr?a=h5G3E)



## SPORTS CHARITIES

# Chris Grant steps down as CEO of Sported

Chris Grant will step down from his role as chief executive of sports charity Sported next month.

Grant took over the role in February 2014 and under his leadership, the charity has significantly extended the services offered to more than 3,000 member clubs and groups across the UK.

He has been credited with playing a leading role in promoting the role of sport in policy making and building partnerships between sport and businesses.

After stepping down in September, Grant will take up a board position as a non-executive director and trustee of Sported. Current deputy CEO Tom

Burstow will replace him on an interim basis.

"It's been a great honour to work alongside this remarkable team," Grant said.

"They're the most talented, committed and diverse group, and when you add our 300 remarkable volunteer mentors, and the inspirational leaders of our member groups, I feel privileged to be able to remain a part of this extraordinary community."

Sported is part of the London 2012 Olympic and Paralympic legacy, and is one of the UK's largest charities dedicated to supporting community groups using 'sport for social change'.

[More: http://lei.sr?a=H6S9T](http://lei.sr?a=H6S9T)



■ Grant (second from right) took over the role in February 2014



**It's been a great honour to work alongside this remarkable team**

Chris Grant

## ELITE PATHWAYS

# LTA's 10-year vision to be driven by National Academies



**This strategy marks a step-change in the LTA's approach**

Scott Lloyd

The Lawn Tennis Association (LTA) has revealed plans to set up National Academies and Regional Player Development Centres (RPDCs) as part of its new 10-year vision for performance tennis in Britain.

The NGB has already confirmed the locations for two of the academies as part of a new national network, which will be joined by 11 new Regional Player Development Centres.

Tennis Scotland – operating at the University of Stirling – and Loughborough University have been named as the first two National Academies for



■ The academies will be supported by 11 new Regional Player Development Centres

tennis. The other 10 academies are due to open in September 2019.

"This new Performance Strategy marks a step-change in the LTA's approach to developing a pipeline of future tennis champions," said LTA chief executive Scott Lloyd.

[More: http://lei.sr?a=C2x4D](http://lei.sr?a=C2x4D)

## Learning on the job

I'm delighted that the Institute for Apprenticeships has approved the personal trainer apprenticeship standard for delivery, heralding the start of a new era of on-the-job education for personal trainers.

The apprenticeship standard has been developed by the sport and physical activity sector's Professional Development Committee for Fitness overseen by the Professional Development Board – an alliance of employers, education bodies and experts – with operational support from CIMSPA.

It's taken two and half years of hard work to get to this stage, but it's been worth it because employers can now access up to £4,000 in funding for each apprentice personal trainer, either directly or against their apprenticeship levy payments.

### EMPLOYER INPUT

The apprenticeship model ensures that staff are trained in line with the employers' vision, values, practices and procedures.

This gives employers the means to attract new talent and develop the skills within their workforce to address the skills shortages and meet the changing needs of their businesses.

It's another great achievement for the sector and my sincere thanks goes to all those who helped get this standard over the line, including Rich Millard, Partnership Director at Places Leisure, who chaired the Professional Development Board.

### GLOWING PRAISE

But don't just take my word for it. Anne Milton, the apprenticeships and skills minister is definitely a fan: "I'm thrilled

this new, high-quality personal trainer apprenticeship has been approved," she said. "These apprentices will learn skills to get into a great career and help people towards their health and fitness goals, and get people more active."

It also has the support of the Institute for Apprenticeships. The institute's CEO, Sir Gerry Berragan, said:

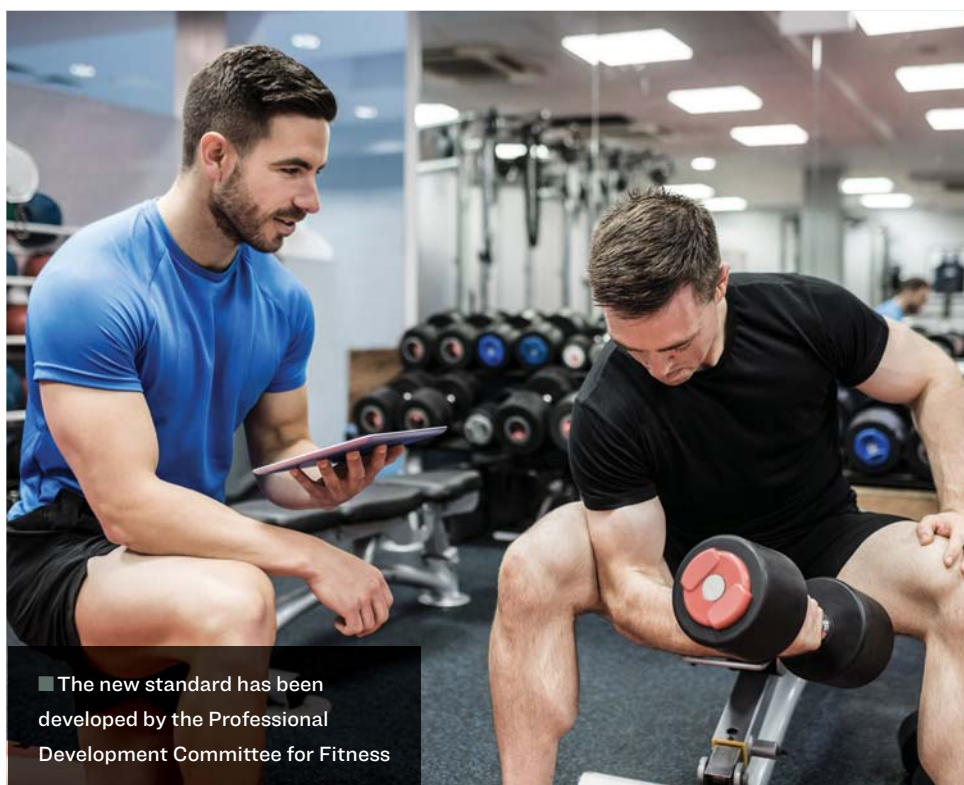
"Employers and key sector specialists have together developed a personal trainer apprenticeship that will meet employers' needs and turn out professional trainers of the highest quality. It is great news for people hoping to progress within the fitness industry, and for the many who will benefit from the development of skilled support to meet their health and fitness needs." ●



■ Tara Dillon, chief executive of CIMSPA



The apprenticeship model ensures that staff are trained in line with the employers' vision and values



■ The new standard has been developed by the Professional Development Committee for Fitness





# GLOBAL WELLNESS SUMMIT 2018

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Technogym



**Gina Diez  
Barroso de Franklin,**  
Grupo Diarq



**David Bosshart,**  
PhD, Gottlieb  
Duttweiler Inst.



**Mark Britnell,**  
KPMG  
International



**Dan Buettner,**  
Blue Zones



**Dr. Richard H.  
Carmona,**  
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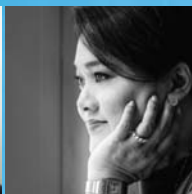
**Antonio Citterio,**  
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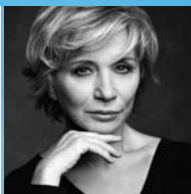
**Jan-Emmanuel De  
Neve, PhD,**  
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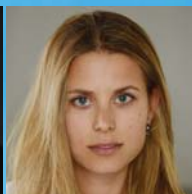
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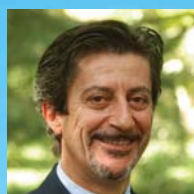
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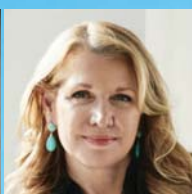
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Fortunati,** Italian  
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## WELLNESS AND CANCER

# Armathwaite partners with Made for Life

Armathwaite Hall Hotel & Spa in Cumbria, UK, has partnered with the Made for Life Foundation to offer Cancer Touch Therapy, a range of treatments developed especially for guests living with, receiving treatment for, and in remission from cancer.

The treatments on offer include: Hand on Heart, Catch the Breath, Soothe and Nurture, and Touch Therapy Deeply Relaxing Touch.

Accredited by the Complementary Medical Association, Cancer Touch Therapy was developed under advisement from trained oncology massage teachers and advisors from

the oncology team at the Royal Cornwall Hospitals Trust and Macmillan, as well as Marc Innes, founder of the School of Natural Therapies.

Roberta Griffiths, spa director at Armathwaite Hall Hotel & Spa, said: "We are absolutely delighted to be working with the Made for Life Foundation and our team of therapists have welcomed the specialist training for guests going through cancer.

"We've always prided ourselves on being inclusive but with the new Cancer Touch Therapy treatments we can provide enjoyable and relaxing experiences for all."

[More: http://lei.sr?a=w9v8K](http://lei.sr?a=w9v8K)



■ Armathwaite will offer Cancer Touch Therapy treatments



**We have always prided ourselves on being inclusive**

Becky Woodhouse

## HOTEL SPAS

# Mia Kyricos to head up Hyatt's wellbeing strategy



**This is the first time I've seen a company create a leadership role to oversee wellness-related products as well as the wellbeing of its employees**

International hotel group Hyatt Hotels Corporation has selected Mia Kyricos as its senior vice president, global head of wellbeing.

In this newly created position, Kyricos will focus on wellbeing not only for customers at Hyatt's 750 properties worldwide, but also for its 110,000 employees.

The two-pronged approach underscores the corporation's "commitment to care for people so they can be their best".

Hyatt currently operates five properties in the UK.



■ Kyricos will oversee all Hyatt's wellbeing initiatives

"This is the first time I've seen a company of any kind create a senior leadership position to oversee the global strategy of wellness-related products and services in the marketplace as well as the wellbeing of its employees," Kyricos said.

[More: http://lei.sr?a=x9H4y](http://lei.sr?a=x9H4y)

# Spa & wellness news

## RESEARCH

### Sauna bathing linked to several health benefits



**Sauna bathing alleviated conditions such as skin diseases, arthritis, headache, and flu**

Emerging evidence suggests that beyond its use for leisure, sauna bathing may be linked to several health benefits.

A new report published in *Mayo Clinic Proceedings* found that sauna bathing is associated with a reduction in the risk of vascular diseases, such as high blood pressure and cardiovascular disease, neurocognitive diseases, nonvascular conditions, such as pulmonary diseases, mental health disorders and mortality.

Furthermore, sauna bathing alleviated conditions such as skin diseases, arthritis, headache and flu. The evidence also suggests that regular



■ Sauna bathing can positively impact circulation

sauna baths are associated with a better health-related quality of life.

The report also states that Regular sauna bathing stabilises the autonomic nervous system, reduces blood pressure, inflammation, oxidative stress, circulation of bad cholesterol, arterial stiffness and vascular resistance.

[More: http://lei.sr?a=b9C8c](http://lei.sr?a=b9C8c)

## NEW OPENING

### The Massage Company's growth continues

Membership-based massage franchise The Massage Company (TMC) has continued its UK growth after signing a new franchise deal with Sunny Sachdev.

Currently scouting for new locations in Leicester, Solihull and Nottingham, Sachdev will be the first franchisee to service the Midlands, and the third overall for the company.

"The lure of joining a franchise that was new to the market and being only the third franchisee excited me," said Sachdev. "I felt the TMC team would provide high levels of support which I may not have received



■ Sachdev (centre) will be the first The Massage Company franchisee to service the Midlands



**We believe Sunny will build a very strong business**

Elliott Walker

taking up an established franchise. Another key factor was having the choice on choosing a territory as opposed to being restricted."

Elliot Walker, founder and commercial director of The Massage Company, added: "Sunny's business acumen shone through and we believe he will build a very strong business. We look forward to supporting him in this."

[More: http://lei.sr?a=P9G5w](http://lei.sr?a=P9G5w)

### Harrison Gregory named sales director at Elemis

Luxury skincare brand Elemis has named Harrison Gregory as its new sales director, UK.

Gregory, who has been at the company since 2014, has previously worked across Elemis' Export Sales, UK New Business and UK Spa & Salons, and has made 'significant contributions' to the business, as well as achieved noteworthy results.

In his new role he will report directly to company president Noella Gabriel, and will be responsible for ensuring sales targets are achieved.

[More: http://lei.sr?a=L0I5t](http://lei.sr?a=L0I5t)





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## NEW OPENING

# IHC to introduce Vivanta brand to UK

The Indian Hotels Company (IHC) will open and operate a Vivanta-branded luxury hotel at Heathrow Airport in London.

Scheduled to open in 2021, the hotel will be located across from Terminals 1, 2 and 3 and will have around 108 bedrooms, an all-day-diner, a bar and lounge, health club and meeting spaces.

Additionally, the hotel will house the fourth outpost of the legendary restaurant, Bombay Brasserie, famed for its authentic, eclectic Indian cuisine.

The hotel will be the first Vivanta in Europe and IHC's third property in the UK. It also operates the St. James' Court hotel, A Taj

Hotel and the luxurious Taj 51 Buckingham Gate Suites and Residences – both located in London.

"IHC was the first Indian hospitality company to enter the UK market when it opened St. James' Court in 1982," said Puneet Chhattwal, managing director and CEO.

"Today, we are proud to bring the first Vivanta branded hotel to London.

The opening is in line with our growth strategy of adding hotels in key locations globally."

The company and its subsidiaries – collectively known as Taj Group – currently operates 170 hotels in 12 countries.

[More: http://lei.sr?a=n7F4G](http://lei.sr?a=n7F4G)



■ The luxury Vivanta brand targets business and leisure travellers



**We are proud to bring the first Vivanta-branded hotel to London**

Puneet Chhattwal

## REDEVELOPMENT

# Mogford to invest a further £8.5m in upgrading portfolio



**We're incredibly excited about the rooftop bedroom**

Jeremy Mogford

Independent hotel operator Mogford will invest a further £8.5m in redeveloping its portfolio of luxury properties, following a funding injection from banking group Santander.

The funding will help the group complete a three-year redevelopment programme, which has included the complete refurbishment of the company's flagship property, the 42-bedroom Old Bank hotel in Oxford.

All bedrooms at the Old Bank have received a facelift and the hotel will also open a spectacular



■ The flagship Old Bank hotel will undergo a revamp

new rooftop room with terrace overlooking the city skyline.

Mogford Limited was founded in 1987 by restaurateur Jeremy Mogford.

"We are incredibly excited about the new rooftop bedroom at The Old Bank, which is the first of its kind in Oxford," Jeremy Mogford said.

[More: http://lei.sr?a=X3V4n](http://lei.sr?a=X3V4n)

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## STATISTICS

# Strong growth for UK's inbound tourism

Strong growth from a mix of overseas visitor markets made 2017 a "record year" for inbound tourism in the UK.

New figures from VisitBritain show double-digit growth in visits and spend last year from China, the world's most valuable outbound market, with visits up 29 per cent on 2016 to a record 337,000 and spending of £694m, up 35 per cent.

Visits from the US, the UK's most valuable market for tourism spend, grew 13 per cent to 3.9m visits in 2017, the highest since 2000. Visitors from the US spent a record £3.6bn, up 9 per cent.

Records were also set for visits and spend from India, from where a total

of 562,000 total arrivals were record – up 35 per cent – with visitors spending a record £454m.

Overall, 2017 was a record-breaker for overseas visits to the UK and for the amount visitors spent across the country. There were 39.2 million inbound visits in 2017, up 4 per cent, with visitors spending £24.5bn, up 9 per cent.

"This growth underscores the increasing importance of tourism as an industry that demonstrates Britain is an outward-facing nation, welcoming and engaging people from all over the world," said VisitBritain Director Patricia Yates.

[More: http://lei.sr?a=p8J5v](http://lei.sr?a=p8J5v)



■ There were 562,000 visits from India during 2017 – a record



**“**  
**The growth underscores the importance of tourism**  
**”**  
Patricia Yates

## RECRUITMENT

# Scotland promotes tourism as career choice in new campaign



**“**  
**We need to attract staff with skills and passion**  
**”**

Malcolm Roughead

VisitScotland has launched a campaign which highlights the role young people play in the country's tourism and hospitality sectors as part of plans to attract more youngsters to enter the industry.

The Future Focus campaign, which launched on 9 August, rallies businesses and organisations to celebrate young employees and inspire future generations to consider tourism as a career.

Scotland's tourism industry accounts for approximately 217,000 jobs across 14,000 tourism businesses.



■ Scottish tourism accounts for around 217,000 jobs

"If we want to continue keeping Scotland at the top of everyone's now list, we need to attract staff with the skills, passion and desire to ensure visitors leave with lasting memories of their time here," said Malcolm Roughead, VisitScotland CEO.

[More: http://lei.sr?a=01P6s](http://lei.sr?a=01P6s)





# Legend

Supporting Charities and Communities



At Legend many of us have been touched by cancer and its consequences. By competing in the spectacular York Micklegate Run Soapbox Challenge on **Mon 27<sup>th</sup> August 2018**, we hope to raise funds for Cancer Research UK and show our support for both those affected by this terrible condition and those who work tirelessly researching to find a cure.



If you can please pledge a donation to our quest through our Just Giving Page [www.justgiving.com/fundraising/legend-club-management-systems-2018](http://www.justgiving.com/fundraising/legend-club-management-systems-2018)

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## STATISTICS

# Visitors flock to English attractions

Historic properties and attractions across England experienced significant growth in visitor numbers in 2017.

VisitEngland's Visitor Attraction Trends in England 2017 report shows that, of the 1,400 sites surveyed, historic properties such as mills, monuments, boats and burial grounds saw the largest increase in visitor numbers, up 8 per cent on 2016.

Visits to farm attractions also experienced strong growth in 2017, up 5 per cent on the previous year.

Historic houses and palaces along with visitor and heritage centres and places of worship

all saw increases of 4 per cent in 2017.

Overall, visits to England's attractions rose by 2 per cent in 2017. Visitor attractions overall reported increased spending of 7 per cent on 2016.

The British Museum was the most visited 'free' attraction in England in 2017 for the tenth consecutive year with nearly 6 million visitors.

"Our world-class attractions have once more proven to be a huge draw for both UK and overseas visitors," said minister for heritage and tourism Michael Ellis.

[More: http://lei.sr?a=S6C9B\\_0](http://lei.sr?a=S6C9B_0)



■ British Museum remains the most visited attraction in England



**Attractions are a huge draw for both UK and overseas visitors**

Michael Ellis

## CONSULTANCIES

# AECOM transfers European operations away from London



**Following the closure, AECOM will run its European entertainment economics operation out of its office in the US, the Middle East and Asia**

AECOM – the multinational consulting and engineering firm that provides design, feasibility, masterplanning and construction services – has dissolved the London-based European division of its entertainment economics arm.

Founded in 1958, when it was known as Economics Research Associates, the Los Angeles-based company completed many assignments for the Walt Disney Company in its early years, before being acquired by AECOM in a landmark deal in November 2007. Following the acquisition, ERA transitioned to become the economics division of AECOM.



■ AECOM's main headquarters in Los Angeles, US

As well as theme park projects, the division has been producing the annual TEA/AECOM Theme Index and Museum Index reports.

Following the closure, AECOM will run its European entertainment economics operation out of its office in the US, the Middle East and Asia.

[More: http://lei.sr?a=f6y4P](http://lei.sr?a=f6y4P)



# Attractions news

## THEME PARKS

### Revenue up, profit down as Merlin reports half year results



**We have been pleased with trading in the existing estate**

Nick Varney

The first half of the year has been a mixed bag for Merlin, with the operator reporting revenue increases of £24m for the first half of the year, but a decline in operating profits, which were down £10m.

For the 26 weeks ended 30 June, revenue was £709m, up from £685m for the same period in 2017, representing a 3.5 per cent rise.

Operating profits took a significant hit, down to £63m – a 14.3 per cent decline. Earnings before interest, taxes, depreciation, and amortisation (EBITDA) also dropped slightly, down



■ The imagery on Thorpe Park's website

1.3 per cent to £143m, compared to £144m for the period last year.

According to Merlin, the decline in profit was due primarily to adverse foreign exchange movements.

"In the existing estate we have been pleased with trading in the resort theme parks operating group," said Merlin CEO Nick Varney.

[More: http://lei.sr?a=W6Y5U](http://lei.sr?a=W6Y5U)

## FUNDING

### Royal Society launches small museums fund

The Royal Society has announced "Places of Science", a new funding scheme for small museums in Britain.

The programme, which will award grants of up to £3,000 to successful applicants, is intended to encourage museums to engage with their respective localities through science storytelling.

By incentivising the telling of stories which emphasise the important role of science in local communities, Places of Science is expected to contribute to the sustainability of local-level museums. Jonathan Ashmore, a neuroscientist at University



■ The scheme looks to encourage science storytelling



**Museums are under increasing financial pressure**

Sharon Heal

College London and chair of the allocation panel, has praised the scheme, noting that science – as a driver of local economies – is an "important source of history, identity, and cultural heritage".

"Museums across the UK are under increasing financial pressure," said Museums Association director, Sharon Heal. "Funding streams like this, which allow them to explore new creative projects are crucial to their survival."

[More: http://lei.sr?a=z3B7H](http://lei.sr?a=z3B7H)

### Disney's Bob Chapek to deliver IAAPA 2018 keynote

Disney's parks and resorts chair Bob Chapek will deliver the keynote speech at this year's IAAPA Attractions Expo in Orlando, Florida.

Taking place during the GM and Owners' Breakfast on 14 November, Chapek will offer insight into his more than 25 years of leadership at Disney.

Considered by many to be the heir to the Disney throne when Bob Iger eventually leaves his position in 2021, Chapek became company COO in 2015, replacing Iger's then-successor Thomas Staggs.

[More: http://lei.sr?a=2n7P3](http://lei.sr?a=2n7P3)

The International Association of Amusement Parks and Attractions presents

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### Tourism and Hospitality

Resorts, hotels, cruise lines, holiday/bungalow parks, city attractions, campgrounds



### Entertainment and Events

Concert venues, sports arenas, summer/music festivals, carnivals

# COLIN WAGGETT

The Third Space CEO speaks about what it takes to develop a successful premium fitness brand in a competitive market



■ Waggett joined The Third Space as CEO in 2015

“One of the questions I’m often asked is: ‘What’s your USP?’ But in an experiential business like ours, I believe it’s the wrong question,” states Colin Waggett,

chief executive of premium health club operator The Third Space.

“Let’s look at an equivalent example. Say there’s a restaurant you love – you wouldn’t discuss its USP, instead, you’d focus on the experience: the environment, the music, the service, the food, the comfort of the chair.

“You don’t even actively think about some of these things, but your overall experience of the restaurant is shaped by all of them and more. It comes together to create an emotional response.

“When I’m talking to our teams about our brand, I tell them it isn’t about a list of attributes – the Third Space brand is whatever people are saying about us. That’s why we’re obsessed with customer feedback, and why our commitment to driving our Net Promoter Score is ingrained into the business.

“Our brand is the experience we deliver, so that’s what we focus on every day: delivering an experience that engages members at an emotional level. Ultimately, people don’t need a place to exercise; if that’s all they want, they’ve got their front

“People don’t need a place to exercise; they’ve got their front room. What people need from us is the inspiration to exercise”





■ There are currently five The Third Space clubs in London

## “ We went back to basics, looking at our vision, our brand pillars and the values we wanted to live by ”

room. What people need from us is the inspiration and motivation to exercise – and that’s the DNA of Third Space.”

### BRINGING IT TOGETHER

So how has Third Space set out to achieve this aim? The company’s origins date to 2014, when investment firm Encore Capital acquired Third Space’s two London clubs – in Soho and Marylebone – as well as The Reebok Sports Club in Canary Wharf and 37degrees Tower Bridge. Encore’s mission: to create a portfolio of premium, holistic wellbeing clubs in iconic locations across London.

For Waggett, who joined the company as CEO a year later, the first step was to unify the three different brands.

“The choice of a single brand was the easy part,” he explains. “The strength of the Third Space name made it a no-brainer and reflected our aspirations moving forward.”

The Third Space brand did, however, need to be re-invigorated, says Waggett:

“We needed to clarify the underlying proposition and make sure it was being fulfilled from an operational point of view.

“We went back to basics, looking at our vision, our brand pillars and the values we wanted to live by, working through every element of the business until we got to the absolute brand ideal that we aspire to today.”

### GROWING

The Third Space is now established, but still growing.

Waggett says: “The original goal I outlined when I joined the company was to open a new site every 12 to 18 months and we’re absolutely on track to deliver on this plan.

“At the moment, we’re focused on locations within the M25, but I could see us moving outside London, or indeed outside the UK.”

(For a full version of this interview, see *Health Club Management* Issue 2 2018: <http://lei.sr?a=uOM6y>) ●



■ Waggett says the brand could expand outside the lucrative London market



■ The sanctuary, in Kent, has around 50 big cats at any one time.

## PAWS FOR THOUGHT

The outlook for big cats in the wild currently looks grim. The Big Cat Sanctuary is on a mission to change the situation



■ Clark joined the sanctuary in 2016

"There is a crisis for cats in the wild and my mission is to make a difference. We can't let these animals disappear."

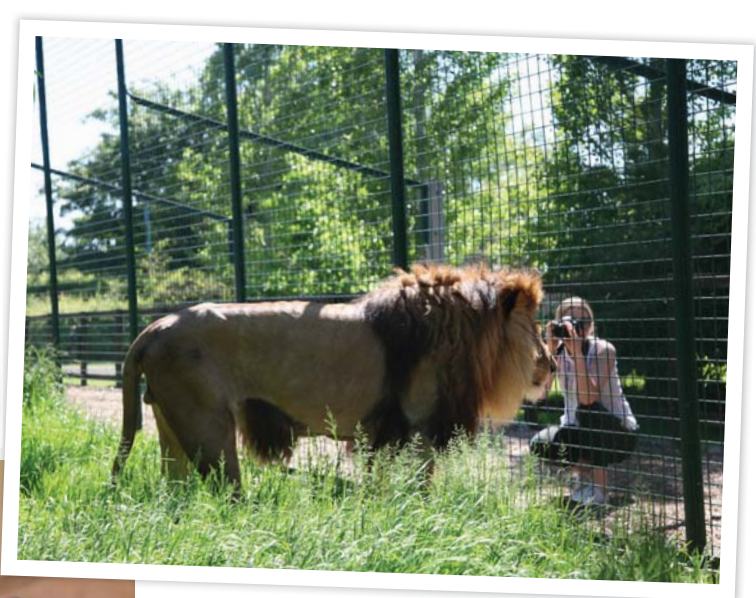
So says Giles Clark, managing director of the Big Cat Sanctuary and star of the recent BBC documentary *Big Cats in the House*, in which he shares the limelight with Maya the jaguar and Willow the cheetah.

The sanctuary, which is located in Ashford, Kent, has around 50 big cats

at any one time. Some of the cats are part of a breeding programme, while others have retired from breeding, either because they are too old or because there are already enough of their genes in the cat population.

Clark joined in 2016, with some big ambitions. Having worked with the BBC in Australia, one of his first initiatives was to arrange for a film crew to make a fly-on-the-wall documentary. The plans for a standard zoo-style documentary changed when Maya the Jaguar entered the scene





■ The Cat Sanctuary has raised its profile significantly after featuring on the BBC show *Big Cats In the House*

and offered an irresistible and compelling storyline. If there was a feline who could mobilise the public to the plight of wild cats, it would be Maya. Clark has also changed the mission statement to reflect his aim to use the sanctuary as a way of safeguarding wild cats.

“We have three pillars of ethos: firstly to ensure the welfare of our resident cats and ensure they breed to maintain a healthy and sustainable population,” he says. “Then we want to raise awareness and educate people about the situation of

“

The sanctuary needs to generate £1m a year to operate

wild cats. Finally, the overarching goal is to support in situ conservation. Our cats at the sanctuary are ambassadors to help safeguard their wild counterparts.”

The sanctuary needs to generate £1m a year to operate. One of its biggest challenges is that cats living in captivity survive much longer than their wild counterparts.

“Some of the big cats live until their early 20s, so they are expensive to keep, especially if they get health issues, we see problems which wouldn’t happen in the wild,” says Clark. ●



“

I'd like to see skiing become more accessible. It seems little has changed since I first started, so there needs to be more investment in grassroots



## EDDIE EDWARDS

Eddie Edwards' story reached a new audience following the 2016 film *Eddie the Eagle*. Now, the infamous Olympic ski jumper inspires students with his never-say-die attitude



■ Edwards in action at the 1988 Winter Olympics – his life has inspired a Hollywood film

“**M**y dream to get to the Winter Olympics started when I was only eight years old,” says Michael “Eddie the Eagle” Edwards,

Great Britain's first – and so far only – Olympic ski jumper since 1929. “I loved watching sport on TV, especially the popular sports show *Ski Sunday*.

“When I was 13, I went on a school skiing trip to the Italian Dolomites where I did my first ski jump – it was a dare after I had only done skiing for a day and a half.

“Just 11 years later, my love for the

sport took me to the Winter Olympics.”

Edwards famously competed at the 1988 Calgary Olympics, where he finished last in both the 70m and 90m events. His first jump in the 90m competition, however – a 71m spring – broke the British record which still stands. Telling of the standard of the UK record is that the second last competitor in the 90m event, Canada's Todd Gilman, managed a jump of 86.5m.

### PASSION FOR SKI

While Edwards is no longer actively involved in British skiing, he still skis and continues to undertake

■ Edwards would like to see more Brits take up skiing



With the right facilities, I truly believe that in 10 years, we would have some world-class ski jumpers in this country

promotions for various initiatives.

"I've worked with the Chill FactorE, the UK's longest indoor ski slope in Manchester, to encourage 6- to-18-year-olds into the sport. I've also supported Sport England and get involved in 20 to 30 talks a year, visiting schools and universities to talk about the importance of never giving up and of following your sporting ambitions.

"I'd like to see skiing become a more accessible sport. It seems very little has changed since I first started, so there needs to be far more investment in grassroots participation and

it's an ideal time to start afresh."

He also has clear views on how to get more people involved in skiing.

"We hear a lot about the Olympic legacy from London 2012 and I would love to see more people taking up the sport.

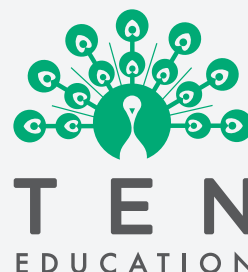
"In the UK, we don't have a ski jump or ski jump centre but it's something that I'd like to see in the future, so we can start investing in homegrown talent.

"With the right facilities, I truly believe that in 10 years, we would have some world-class ski jumpers and it's something I'm looking at getting involved in for the future." ●



■ Edwards hopes to one day see ski jump centres in the UK





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ABOUT HELPING  
YOUR CLIENTS  
MOVE BETTER?

Add Dynamic Reformer to your repertoire with training courses from London's leading Dynamic Reformer Pilates Provider.

Once certified, you will be able to use the Reformer effectively and safely in both group and 1:1 sessions. 2 and 5 day courses run throughout the year in London with options for those with and without existing Pilates qualifications.

Courses are open to Pilates teachers, personal trainers, physiotherapists, osteopaths, rehab specialists, sports therapists and other exercise professionals.

For more information visit [teneducation.co.uk](https://teneducation.co.uk)  
or email us: [education@ten.co.uk](mailto:education@ten.co.uk)

TENEDUCATION.CO.UK

#MOVEBETTER

# leisure opportunities

Your careers & recruitment partner

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

### Tell me about Leisure Opps

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

### How does it work?

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

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

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

### What are the most powerful features?

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

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

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

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

### What packages are available?

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

### Is there more?

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

### What now?

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

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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

## THE CONSERVATION VOLUNTEERS - THE COMMUNITY VOLUNTEERING CHARITY



## Green Gym Health Specialist

**Location: Birmingham, UK**

**Salary: £21,500- £24,500 depending on experience**

**Closing Date: 27 Aug 2018**

**Every day TCV works across the UK to create healthier and happier communities for everyone - communities where our activities have a lasting impact on people's health, prospects and outdoor places.**

TCV's Green Gym benefits both the health and wellbeing of participants and the countless people who will enjoy well-managed outdoor places in the heart of their community. Green Gym is typically a 3-hour environmental volunteering activity. Volunteers work together to improve an outdoor space which could be a nature reserve, park or food growing space, by taking part in seasonal activities such as digging a pond, planting trees and building bat boxes. Green Gyms also enhance mental health and wellbeing of volunteers through increased contact with nature, the social benefits of group activity and helping people contribute something positive to their community. This role will specifically work with referred patients who are clinically stable to reduce relapse and improve rehabilitation.

### About the role

Green Gym is developing new health roles in partnership with the NHS. The sessions will be run in the Green Gym format with a focus on working with people at risk of developing a cardiovascular event, presenting with chronic pain or other conditions where group-based physical activity may assist.

This is an exciting opportunity to join TCV's growing Green Gym Team and contribute to an innovative new project. TCV are looking to recruit one Green Gym Health Specialist with specific skills in health & fitness including exercise referral and cardiac rehabilitation to run a Green Gym in Birmingham.

The project will be based in Birmingham Hospital grounds and the role will require experience of leading groups and an appreciation of practical conservation adhering to health and safety regulations, involving a diversity of volunteers, and working on initiatives to improve health and wellbeing. Excellent communication and interpersonal skills are required, as well as the ability to inspire and motivate a range of volunteers.

The successful candidate will have a passion for working with people to improve their health while improving the local environment. Support and training can be offered in practical environmental skills but a passion for the outdoors is essential. The role will require delivering projects to target and collecting data for evaluation.

The role may suit someone who is an appropriately qualified personal trainer or sessional worker within the exercise referral environment. TCV would welcome applications from exercise professionals or occupational therapists or physiotherapists.

## Join in, Feel good!

**Apply now: <http://lei.sr?a=k6X4F>**



This post is subject to an enhanced DBS check. Interview dates: 4th Sept 2018 in Birmingham



# Health -Gym Centre Manager

**VIIVI:be**<sup>TM</sup>  
Health-Gyms

**Location: Oxford, UK   Competitive Salary & Benefits**

*Unique opportunity to help drive forward the UK's first Lifestyle Medicine Centre and Health-Gym in Summertown, Oxford*

We are recruiting for a Centre Manager to lead the team who are setting a new standard for the delivery of personalised health and wellbeing services in the UK. Viavi:be's unique Centre focusses on delivering definitive health and wellbeing outcomes to clients with unparalleled efficiency and exemplary service.

The approach is based on medical science under the expertise of leading Harley Street clinicians who have unparalleled experience in Lifestyle and Functional Medicine. As Centre Manager you will drive the commercial success of the centre using your creativity and tenacity to unlock opportunities to profile the Centre and its services to local groups, associations and the public at large and ensure that sales targets are achieved in both primary and secondary spend. Secondary spend is a key area and includes a range of superb lifestyle medicine tests such as DNA, Food Intolerance, Stress Resilience and Sleep Recovery.

You will work with a high performing team to create an environment where clients experience consistently exceptional service, feel at ease and energised in the space and are supported to achieve their goals. You will lead by example and will yourself provide a level of support to clients but the majority of this will be delivered by your colleagues.

## **What you need**

You will need to have genuine commercial acumen and a track record of delivering success against commercial targets as the responsible person. You must have a keen interest in health and wellbeing in its broadest sense but you do not necessarily have to be technically qualified in health and fitness. We will provide you with the training you need to succeed but you will need to be 'super-motivated', a strong leader, have real empathy and great communication skills. As a manager you will need to demonstrate your maturity, an ability to work independently and a desire to achieve commercial success each and every day.

## **Salary and benefits**

You will receive the job description and more information on our competitive package and in-house training programme on application.

**If you are motivated to make a difference, if you are motivational, if you are inspired to really help others achieve their goals and if you are keen to be part of the UK's most exciting health and wellbeing concept, then send your CV and a one page personal statement.**

**Apply now - <http://lei.sr?a=t0p2l>**





## We are recruiting apprentices from 16-60+

**énergie Fitness**, the UK's leading fitness franchise operator, are building an apprenticeship programme without boundaries. You can view the 4 key job roles of Host, Sales Prospector, Personal Trainer and Club Manager on the énergie Leisure Opportunities portal [www.leisureopportunities.co.uk/jobs/energie](http://www.leisureopportunities.co.uk/jobs/energie)

At énergie we recruit apprentices from all ages and backgrounds. You can earn attractive salaries and are guaranteed free training leading to recognised, national qualifications. If you want to make a difference to the lives of people, and create a fitness club where people feel they belong, then let's have a conversation.

énergie operate over 100 clubs over UK and Ireland, locally-owned, nationally-led.

Apply now: <http://lei.sr?a=W4C8t>



**énergie  
Fitness**  
where you belong...



YMCA EAST SURREY

WORK  
WITH US



# FITNESS MANAGER



**Location:** Redhill

**Salary:** £28,000 - £30,000 pa depending on qualifications and experience

**Responsible for:**

The fitness gym, sports hall and exercise studio, line management of a number of fitness instructors and three receptionists, self-employed exercise teachers, volunteers and an expenditure budget of approximately £450k

**Job purpose:**

The management of the YMCA fitness facilities and the development of an innovative programme of group exercise classes and activities that are safe, effective and popular with a diverse range of adult users

**Hours of work:**

40 hrs per week including 1 hour paid lunch break per day.

**Benefits:**

The post holder will be entitled to free use of the YMCA East Surrey fitness centre in Redhill and half price YMCA childcare for dependents. There is free parking available at YMCA Sports and Community Centre and YMCA East Surrey also operates a Bike to Work Scheme. Pension:

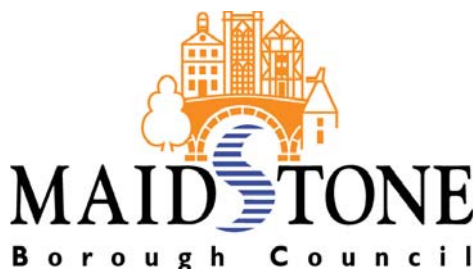
There is a YMCA East Surrey pension scheme - details available on request.

**Closing Date is Wednesday 5th September at 09.00**

**Interviews are scheduled for Thursday 13th September**

**For a full job description and to apply:** <http://lei.sr?a=o3R8D>

MAIDSTONE – GREAT PEOPLE, GREAT PLACE, GREAT OPPORTUNITY



# Leisure Manager

Salary: Grade 11 £35,542 per annum, plus benefits

***Are you a highly motivated person with a passion for leisure and sports?***

If so, this role could provide an exciting opportunity for you to lead on the Council's ambitions to ensure that the Borough has good leisure and cultural attractions and to encourage the health and well-being of its residents.

Key accountabilities will include actively working to develop and enhance the Borough's leisure and sports provision, proposing innovative ideas to promote maximum use of existing facilities, to work to bring forward new facilities and seek funding opportunities to support these ambitions.

This role involves working with a wide range of stakeholders and the ability to converse at ease with customers and provide advice in accurate spoken English is an essential element of the role.

Maidstone Borough Council is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employee and volunteers to share this commitment.

This is a full-time position on a permanent contract.

Council Benefits: career average pension scheme, professional fee payment, flexible working (including opportunities for home working and job share), employee benefits package and generous leave entitlement.

**Apply now: <http://lei.sr?a=a7S3l>**



GUARANTEED JOB INTERVIEW\*

## MUM, STORY-TELLER, HUG-GIVER 24/7 SWIMMING TEACHER 15 HOURS A WEEK

“After I had the kids, I needed a job that would fit around the school run and school holidays. Being a swimming teacher is ideal for me as I get to teach school swimming lessons in the middle of the day while my kids are at school. I get to earn a salary and still be there to pick them up from school, ensure they do their homework and nag them about bed time!”

**Train to be a STA-qualified swimming teacher.** Swimming Teachers can work flexible hours across a variety of shifts, and you could train to be one in only five days with GLL College.

\*Guaranteed job interviews on qualification with the UK's largest swim school operator.

[gllcollege.co.uk](http://gllcollege.co.uk)

**GLL**  
COLLEGE

## THE ULTIMATE SNOW, ICE & LEISURE EXPERIENCE



# Swimming Teachers

Location: Tamworth, UK

Competitive Salary & Benefits Package

The SnowDome is looking for reliable and hardworking individuals, who have a smile on their face and a spring in their step.

Is the customer at the top of your agenda?

Are you an inspiring and motivating character?

Are you a service star?

Maybe you can help the SnowDome  
continue to raise standards.

*NTP level 2 swim teacher qualification required.*

**Apply now:** <http://lei.sr?a=b9M50>







## General Manager – Sport

Location: Chiswick, London  
Competitive Salary & Benefits



**King's House School is an independent preparatory school for boys aged 4 to 13 with approximately 400 pupils.**

A major part of the school's estate is the 35-acre school sports ground in Chiswick. The site provides sporting opportunities for our students but is also an important resource for the wider community of Hounslow.

We are looking to appoint a highly experienced manager to have overall responsibility for the operation of the sports ground for both the school and the local community. The successful candidate will be a team player with excellent management skills and the ability to build trusting relationships with customers and colleagues.

Please upload your completed application form and a covering letter (not to exceed 2 pages) outlining your skills and experience below.

We welcome early applications and will consider holding interviews before the closing date for strong candidates.

King's House School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo the child protection screening appropriate to the post, including checks with the Disclosure and Barring Service and references from previous employers.

**APPLY NOW:** <http://lei.sr?a=j7p9q>



## Southall LDP Programme Manager

**£47,541 – £49,458 pa inclusive**

**Grade 14**

**EJR008865**

**Full Time Fixed Term Contract until 31 March 2021**

This is an exciting opportunity for an ambitious, charismatic and enthusiastic programme manager with a passion for health and wellbeing to help Ealing Council deliver one of Sport England's twelve ground breaking pilots in the vibrant, diverse, multicultural and changing town of Southall.

<https://www.sportengland.org/news-and-features/news/2017/december/04/transforming-the-delivery-of-physical-activity-locally/>.

You will provide high profile, visible and effective leadership for the development of the Let's Go Southall Local Delivery Pilot in collaboration with stakeholders and Sport England to help deliver the ambition to change the relationship of Southall residents with their neighbourhood to encourage a universal increase in physical activity levels.

## Southall Project and Engagement Officer

**£38,994 - £40,887 pa inclusive**

**Grade 11**

**EJR008866**

**Full Time Fixed-Term Contract until 31 March 2021**

This is an exciting opportunity for a highly organised, experienced and enthusiastic project officer with a passion for health and wellbeing.

The London Borough of Ealing is one of Sport England's twelve pilot sites for an ambitious, ground breaking

Local Delivery Programme in the vibrant, diverse, multicultural and changing town of Southall.

<https://www.sportengland.org/news-and-features/news/2017/december/04/transforming-the-delivery-of-physical-activity-locally/>.

You will support the Southall LDP Programme Manager with the day to day management of the Let's Go Southall programme and take a lead role on the implementation and delivery of work streams as allocated by the project manager specifically including the engagement and involvement aspect to help deliver the ambition to change the relationship of Southall residents with their neighbourhood to encourage a universal increase in physical activity levels.

These posts will give aspiring project officers the opportunity to take a key role in an exciting, ground-breaking, national and local transformation programme. The programme has the potential to make a real impact on reducing health inequalities ensuring that more residents have the potential to benefit from making physical activity part of their everyday life.

These roles are deemed customer facing and as such you must have a command of spoken English which is sufficient to enable you to effectively perform the role. This requirement relates to Part 7 of the Immigration Act 2016.

These roles are subject to Ealing's enhanced vetting process.

To find out more about the posts please contact: Chris Bunting, Assistant Director for Leisure at [buntingc@ealing.gov.uk](mailto:buntingc@ealing.gov.uk)

**If you are interested in these roles please apply online at [www.ealing.gov.uk/jobs](http://www.ealing.gov.uk/jobs)**

**Closing Date: 03 September 2018**



AN EQUAL OPPORTUNITIES EMPLOYER



# Duty Manager

**active**  
newham

**East Ham, London, UK**

**Salary negotiable depending on experience**

We are a Leisure Trust with charitable status working in partnership with Newham Council to deliver leisure, sports and volunteering opportunities in Newham. Since January 2013 our mission has been to support you to become more active in your local community. Whether it's to take part in your favourite sport, organise an event in your local neighbourhood park, or even just to achieve you fitness goals in one of our 5 leisure and fitness centres. We are here to help and support you.

Responsible for day to day and overnight operational management of the centre including programming, staff supervision, health and safety, cleanliness and customer service.

To be part of the leisure centre management team and contribute to the business' success through active promotion and ensuring first class customer service at all times.

A dynamic individual with a 'can do', results-driven approach and attitude.  
- Demonstrates trust, openness and respect when interacting with people. -  
Flexible approach to tasks and workload.  
Ability to work flexible shift patterns outside normal hours, including evenings, weekends, public holidays.

It is essential that applicants are able to work a full 12-hour shift to include mornings, evenings, overnights, weekends and bank holidays including Christmas Day/New Year's Day, is essential for this post.

*activeNewham is committed to safeguarding and protecting the children and young people that we work with.*

*As such, all posts are subject to a safer recruitment process including the disclosure of criminal records and vetting checks.*

*We ensure that we have a range of policies and procedures in place which promotes safeguarding and safer working practices across our services.*

**For more information and to apply:**

**<http://lei.sr?a=W2V0o>**





**BVLGARI**  
HOTEL LONDON



Located in Knightsbridge on the edge of Hyde Park, The Bvlgari Hotel London is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrods department store.

## We are recruiting!

We are currently recruiting for a variety of roles to join our award winning luxury Spa. Based over two floors, our Spa comprises numerous treatment rooms offering a variety of specialist products and services, a Spa suite and a 25m swimming pool and adjoining vitality pool. We offer a competitive salary and benefits package

### Spa Sales and Reservationist

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

### Spa Attendant

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

### Senior/Spa Therapists

Spa Therapists are responsible for delivering exceptional treatments to guests of the spa, in line with ESPA and Hotel brand standards, whilst maintaining the excellent five-star client care, cleaning standards and grooming. Responsible for revenue generation through retail, up-selling and cross sales to other business centres in the spa.

**Did we mention the fabulous benefits we offer too? See below for just some of them...**


- Highly Competitive Salary
- Discount at selected Bulgari retail outlets
- Life Assurance
- Private Dental Insurance
- Service Charge
- My Bulgari Rewards Discount Scheme
- Private Health Insurance
- Group Personal Pension Plan

All our colleagues demonstrate our core values in the service they deliver... Radiance, Grace, Authenticity, Pure Presence, Integrity and Tradition of Excellence... is this you? If you think it is and you would like to join our team please send your CV and letter of application below.

**We look forward to hearing from you!**

For more information and to apply: <http://lei.sr?a=b3R5t>





**Kohler Waters Spa, St. Andrews**  
**WINNER 2018 - Best Hydrotherapy Spa - World Luxury Spa Awards**

***Where better to progress your career?***

***A unique opportunity has arisen to join our newly expanded, award winning, Spa facility.***

KOHLER  
*Waters*  
SPA

## Spa Operations Manager

**Competitive salary**

Deputising for the Spa Director, the successful applicant will support all aspects of the spa operation including treatments, reception, guest services and spa attendants. You will be a confident leader, with a background in Spa Treatments and the ability to lead and motivate others.

**Responsibilities within this role will include, but are not limited to:**

- Demonstrate revenue and profit growth by ensuring all direct reports actively promote spa treatment services, day spa packages, retail, offers and promotions
- Identify and manage disciplinary and/or performance improvement needs, in close consultation with Spa Manager and HR
- Direct supervision responsibility for Spa Reception Supervisor, Spa Attendant Supervisor and Manager – Treatments
- Recruitment, scheduling and training of team members.
- Organise and facilitate team meetings
- Review and implement task lists within departments

**The preferred candidate must have the following experience:**

- 4 year's previous managerial experience within a Spa environment
- Experience in Spa Operations and a background in Spa Treatments

- Ability to lead and motivate team members
- Enthusiastic and clear communicator with excellent people skills
- Extensive customer service experience in relevant field
- Excellent computer literacy, including: Excel and Outlook packages, and strong administrative, organizational, and time management skills
- Good understanding of health and safety requirements of a spa, fitness and leisure facility.

**Desirable:**

- First Aid and/or RLSS Emergency Responder qualified
- Health and Safety experience
- Relevant business degree or equivalent experience

**Apply now:**  
**<http://lei.sr?a=s7n1B>**

***An exciting and rare opportunity, this is one not to be missed!!***



# Spa Therapist

SOFITEL  
LUXURY HOTELS

Location: Heathrow Airport, London, United Kingdom  
Competitive Salary & Benefits

LONDON HEATHROW

Award-winning luxury hotel directly connected to Heathrow Airport's Terminal Five with 605 bedrooms & suites, 45 meeting rooms, five restaurants and bars and a luxury spa with a thermal suite.

The spa is responsible for the delivery of a wide array of luxurious spa treatments to both our hotel guests and day guests & visitors ensuring an exceptional experience every time. We have five treatment rooms including, one couples suite a full hydro suite, relaxation room & gym facilities.

Spa Therapist is responsible for the delivery of a wide array of luxurious spa treatments to both our hotel guests and visitors. They also look after our Hydro Suite facilities ensuring the wellbeing of clients at all times.

## Duties and Responsibilities

- Performing all spa treatments as per product and spa guidelines to include, head and body massages, facials, manicure, pedicure, hot stone treatments etc.
- Full and proper use of all Spa equipment as per treatment guidelines and training.
- Delivery of exceptional client care at all times.
- Outstanding cleanliness and hygiene across all areas of the spa.
- Up-selling spa products where possible and carry out Spa reception duties if required.
- Assist with demonstrations as and when required.
- Maintaining all equipment and work areas, including key security and comply with Health and Safety guidelines.

## Skills & Experience

- Recognized Beauty Therapy Level 3 qualification (e.g. NVQ3 BTEC/CIDESCO/CIBTAC/BABTAC or similar) is preferred
- Previous experience in 5\* spa environment would be an advantage
- Capable and dedicated to delivering high levels of guest care
- A smart, polished and professional appearance
- A positive attitude and excellent communication skills
- Willingness to drive treatment & products sales
- Previous knowledge of ESPA products and treatments would be an advantage

## What we offer:

- Staff uniform provided
- Meals provided on duty
- 28 days annual leave (pro rata for part-time)
- A friendly working team environment
- Working with a luxury treatment brand with full training provided
- Continuous training on new products and spa treatments
- Reduced parking rate for members of staff
- Staff incentive programme
- Discounted/preferential rates at hotels within Accor and Arora hotels
- Discount of 30% off food and beverage in Hotel dining outlets

**APPLY NOW: <http://lei.sr?a=n7J0l>**



# Estate Food and Beverage Manager

**Location: Somerset, UK**

**Salary: From £60,000 to £65,000 per annum plus package**

**This unique and extensive visitor attraction and hotel development across 1500 acres of Somerset countryside is currently looking for a passionate food led, Food and Beverage Manager.**

The food and beverage culture will be led by the surrounding gardens, orchards and farmland, encompassing the very best seasonal produce from the south-west. Working closely with the Estate & Horticulture Managers this role will create, launch and operate a Garden Café (170 covers) Garden Terrace café (30 covers) Cider press café (100 covers) & Museum café (60 covers). The grounds will also host high profile, bespoke events and parties. The focus is on quality, authenticity and consistent delivery.

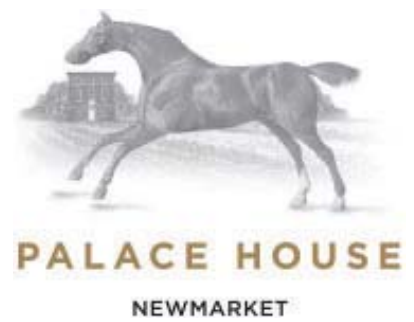
As Food and Beverage Manager you will be responsible for the EPOS set up, recruitment, and will be heavily involved in the marketing and strategic planning; keeping ahead of food trends and culinary techniques, appropriate to the target audience. Reporting to the Estate Manager you will have full P & L responsibility, maximising revenue and managing all costs efficiently.

This role requires a candidate with a successful track record in a senior Food and Beverage management role within a quality hospitality business. You must have a detailed understanding of food trends and cuisine in general, with some quality kitchen experience as a chef, preferable but not essential.

Scheduled to open in the Spring 2019 this is a special project with a strong team culture. Combining nature and hospitality to create a truly wonderful and distinctive guest experience. Along with a competitive salary, there is an extensive benefits package tailored for this role.

**Apply now: <http://lei.sr?a=0M4o8>**





# BUSINESS MANAGER

**Salary: Up to £55,000 (depending on experience) + pension**  
**Location: Newmarket, UK**

This new and exciting senior management role will lead the commercial and operational teams and is focused on commercial decision making, business planning and cost control, through the ability to unite those teams around a shared vision and plan.

**The National Heritage Centre** at Palace House is a footfall focused visitor attraction. The customer offer and experience needs to be reviewed and improved continuously both to maximize profitability and to ensure the best experience for all visitors.

**We are looking for someone to drive all commercial aspects of the site with:**

- strong commercial acumen combined with a flair for financial analysis and an ability to manage complex commercial data
- proficiency in presenting clear and concise commercial reports to the management team, trustees and stakeholders/funders
- experience at management level with a strong track record in marketing/PR, retail and events in a destination tourist venue where they have demonstrably improved the offering and have increased footfall, turnover and profitability
- decisiveness to action relevant changes
- a background with a successful commercial destination tourist venue with a family-focused visitor experience

To apply, please send your current CV and a covering letter, explaining your interest in this post and relevant experience and qualifications, together with details of at least two referees and information regarding your availability. Please also indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details.

This job has been made possible by project funding through the Heritage Lottery Fund's Resilient Heritage Programme.

**Equality:** The National Horseracing Museum believe in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will, therefore, disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability

*Contract – Two Year Fixed term, Full-time*  
*Contract with possibility of extension*  
**Closing date: 07 Sep 2018**

**For more information  
and to apply now:**

**<http://lei.sr?a=H5P4h>**