

# leisureopportunities

23 JUNE – 06 JULY 2015 ISSUE 661

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## Green light for £27m Puy du Fou UK attraction

Puy du Fou is bringing its unique style of grandiose live entertainment to the UK after gaining approval from local authorities for the development of Eleven Arches, with the £27m attraction coming to the northeast of England in June 2016.

Having won backing for the project in Bishop Auckland, County Durham, the team behind the development view the multi-million pound visitor attraction as the key part of the wider regeneration of Bishop Auckland and the surrounding area.

“We’ve entered into an artistic partnership with Puy du Fou and over the last 24 months their creative team has worked with us and they are now standing ready to help us deliver the show that we built and wrote together,” said Anne-Isabella Daulon, CEO of Eleven Arches,



Puy du Fou's unique style of live-action entertainment is coming to the UK

speaking at the press launch this month. “Profits from the show will be reinvested back into the show. We hope to create a long-lasting regeneration loop based on this model.”

Modelled on the success of the not-for-profit Puy du Fou historical theme park in

France, the Eleven Arches night show will run up to 30 times a year, with the 90-minute extravaganza held at Auckland Castle. It will tell the story of 2,000 years of British history – starting in Roman times and going all the way up to World War II. 1,000 volunteers trained by an academy to be set up by Eleven Arches, will not only perform on-stage, but also act as technical crew and handle elements such as first-aid, costume design and prop making.

Eleven Arches will have an annual capacity of 240,000 people, with the ability to accommodate up to 8,000 per show. The attraction is aiming for the same success levels as Puy du Fou in France, which fills 99 per cent of its seats all-year-round. Details: [http://lei.sr?a=w3v4j\\_O](http://lei.sr?a=w3v4j_O)

### Generation inactive is a 'ticking time-bomb'

Only half of seven-year-olds are meeting recommended physical activity guidelines of 60 minutes per day, says a landmark uactive report which lifts the lid on youth inactivity.

The *Generation Inactive* report examines the extent of inactivity in schools and warns that children will remain a 'ticking time-bomb' for the NHS if decisive action is not taken. With the NHS needing savings of £8.2bn a year by 2020, the report cites estimates that the overall costs of inactivity in the UK total £20bn a year. Continued on back cover

### Asda plans fitness studio concept

Asda is bidding to help customers shed pounds from their waistline as well as their shopping bill through a new functional fitness concept.

*Leisure Opportunities* can exclusively reveal that the supermarket giant is planning to partner with gym operator Total Fitness for the venture, with concept drawings suggesting the proposition will be entirely class-based.

The first site is expected to open in Swindon, while *Leisure Opportunities* understands that up to 20 studios could be rolled out nationwide – in or near existing stores – depending on the concept's success.

Asda's planning application says the Total Fitness-operated gym will offer “group-based



The concept is centred on group-based fitness classes

fitness classes, as opposed to more traditional gym formats.” Total Fitness operates 17 sites across the north of England and was recently subject to a management buyout. Details: <http://lei.sr?a=b7j2E>

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Annual subscription rates are: UK £34,

Europe £45, Rest of world £68, students UK £18.

Leisure Opportunities is published 26 times a year by The Leisure Media Co 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 The Leisure Media Co Ltd. 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, photocopying, 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 2015 ISSN 0952/8210

## Man United: most valuable brand

Manchester United has been ranked as the world's most valuable football brand, overtaking German giants Bayern Munich at the top of the table.

The annual *Football 50* report by consultancy Brand Finance estimates that United – which has failed to win any major trophies for two years – has a brand worth of £789m, ahead of Bayern Munich's £612m and Spanish club Real Madrid's £572m.

Despite completing a historic treble this year (winning the UEFA Champions League, the Spanish championship and the Spanish cup), FC Barcelona has slipped down to 6th in the brand value table.

The English Premier League is still seen as the most valuable domestic league in the world, with six of its clubs (Man Utd, Manchester City, Chelsea, Arsenal, Liverpool and Tottenham) placed in the top 10 most valuable brands. The highest placed club outside of Europe is Brazilian Sao Paulo FC at 43 – just behind clubs such as Leicester City FC and Portuguese champions SL Benfica.



Manchester United has a strong fan base across the globe

Brand Finance CEO David Haigh said Man Utd's top spot is down to excellence in marketing – rather than on-pitch success.

"United's success has been masterminded by executive vice-chair Ed Woodward, the Ronaldo of football's commercial sphere," Haigh said. "As Sir Alex Ferguson developed United's world-beating reputation, Woodward capitalised on the brand's power to establish a worldwide fan-base and a range of sponsorship deals unrivalled in number and value."

Details: [http://lei.sr?a=K5d2Q\\_O](http://lei.sr?a=K5d2Q_O)

## Swimming, gym and sports participation fall

The number of people engaged in regular physical activity in England fell 1.4 per cent between October 2014 to March 2015, with swimming and fitness suffering the largest exodus.

The latest figures from Sport England's Active People Survey show the number of people doing "some kind of sport once a week, every week" fell to 15.5 million – 222,000 fewer than six months ago.

Despite being the most popular participation sport in England – with more than 2.5 million adults taking part in 30 minutes of moderate intensity swimming at least once a week – swimming was once again the standout casualty. The figures showed 144,200 fewer people taking to the pool in the last six months and 390,700 in the last year. The long term trend shows 729,000 people stopping swimming in the last decade.

"These are really disappointing results. This is especially the case for swimming, where a serious, long-term decline needs to be reversed,"



Empty swimming pools are becoming a more common sight

said Sport England CEO Jennie Price. "Whilst we've seen the number of people playing sport increase by 1.4 million since we won the right to host the London 2012 Games, these results highlight that our current investment model has delivered all the growth available in the traditional markets for sport."

The other significant drop was seen in the 'keepfit and gym sector', which fell 153,000 – the first dip in numbers since counting began in 2005. Details: [http://lei.sr?a=e8t8R\\_O](http://lei.sr?a=e8t8R_O)



# EPL needs to pay up, says Crouch

New sports minister, Tracey Crouch, has called on the English Premier League (EPL) to increase its investment in grassroots football.

Speaking at the recent Sports Summit in London, Crouch said: "The EPL now generates an astonishing amount of money and I'd like to see the league contribute much more than it currently does towards grassroots football."

She added that while the EPL has committed to investing £1bn outside the top flight of English football, only a part of the funds find their way to community football pitches and facilities.

"The amount of money trickling down from the last TV deal wasn't enough.

"That £1bn figure includes parachute payments to relegated clubs, so only around a third ends up in the grassroots. That is then further divided in various ways so by the time you get down to talking about



Crouch said the Premier League must do more to support grassroots

all-weather pitches, it's not much money at all. We lag behind many European countries when it comes to grassroots facilities and we need to do something about that."

Asked what she would deem a satisfactory level of investment, Crouch said she has yet to meet with EPL representatives but would look to do so "before the next deals are agreed on".

Details: [http://lei.sr?a=Z6u9Z\\_O](http://lei.sr?a=Z6u9Z_O)

## Chelsea FC plans £500m stadium rebuild

English Premier League (EPL) champions Chelsea FC will announce detailed plans to rebuild its Stamford Bridge stadium later this month.

Despite being one of the most successful English clubs of the new millennium, the club's current home capacity of 41,000 is only the eighth largest in the EPL – and far lower than its closest rivals Manchester United (76,000), Arsenal (60,000) and Manchester City (55,000).

Chelsea's billionaire owner, Russian businessman Roman Abramovich, has for years been seeking a site to build a new stadium on, as part of efforts to bring the club's revenues in line with its rivals.

Plans to build a new venue at Earl's Court and Battersea Powerstation, however, were deemed unfeasible. As the search for a new site has been unfruitful, the club will now undertake an ambitious rebuild of Stamford Bridge, which could cost up to £500m and expand capacity at the venue to 60,000. It is understood that Swiss-based architecture

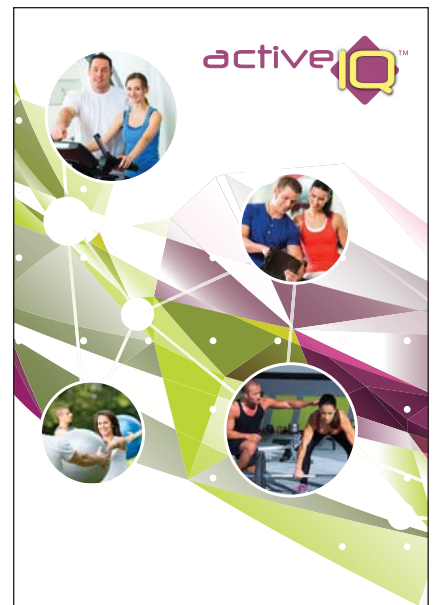


Stamford Bridge has a capacity of 41,000, far lower than rival grounds

firm Herzog & de Meuron is working on the plans in partnership with London-based practice Lifschutz Davidson Sandilands.

Redeveloping the historic Stamford Bridge could take up to three years to complete and result in the club relocating to another venue, such as Wembley or Twickenham. In October 2014, the Rugby Football Union – which owns Twickenham – said it had received an enquiry from Chelsea FC but "had not had any discussions of any substance."

Details: [http://lei.sr?a=d9c3R\\_O](http://lei.sr?a=d9c3R_O)



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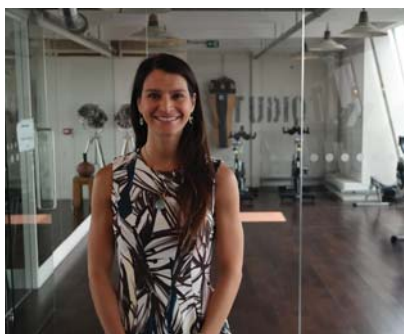
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### Brits 'twice as likely' to workout than go to pub

The country may be facing a physical inactivity crisis, but there is at least some cause for cheer(s) for the health and fitness sector: Brits are almost twice as likely to exercise than go to the pub.

A Breast Cancer Care survey of 2,005 UK adults showed two-thirds (65 per cent) now exercise on a weekly basis, compared to just a third (34 per cent) who head to the pub. It also found that men have a greater than average appetite for both pastimes, with 67 per cent of males working out at least once a week and 44 per cent making it down to the pub. Fast walking was the most popular workout – enjoyed by 38 per cent of people. Details: [http://lei.sr?a=N3k9w\\_O](http://lei.sr?a=N3k9w_O)



Alvarez is a seasoned marketing professional

### PayasUgym's new head of brand to oversee transition

PayasUgym has named Alejandra Alvarez its new head of brand as the gym pass provider bids to make a transition from pure online lead generation to becoming 'a more holistic health and fitness brand.'

Fitness fanatic Alvarez has been an instructor of Les Mills classes such as Bodypump and RPM for the past eight years and has gained first-hand experience in dealing directly with consumers and multiple fitness venues through teaching eight classes per week. In addition, she is a seasoned marketing professional, having spent the past decade in senior roles at P&G and, most recently, Energizer in London.

"I'm delighted to join the PayasUgym team where my two passions meet," said Alvarez. "Our job is to add value by deeply understanding the goals of customers and fitness providers – therefore creating possibilities for them to meet, ultimately helping people live more active and healthy lives. It's an exciting time to be in fitness – innovation is the name of the game – and I look forward to embracing the opportunities ahead."

Details: [http://lei.sr?a=p3p5v\\_O](http://lei.sr?a=p3p5v_O)

## Tanni tells MPs: Get behind us

Tanni Grey-Thompson, ukactive chair, has called on MPs to help boost physical activity and get more people moving in their constituency.

In her first major act since becoming chair of ukactive, Baroness Grey-Thompson has written to all 651 MPs returning to the new Parliament, urging them to help push physical activity further up the political agenda.

As part of a cranked-up political push, ukactive plans to engage a greater cohort of MPs to back a comprehensive strategy on

physical inactivity commensurate to the size of the challenge. It is also encouraging MPs to find out about the inactivity levels in their constituency and how this compares nationally.

As part of this, ukactive is proposing to run a roundtable in an MP's constituency to bring together activity providers, local authority, brands and public health specialists to develop a physical activity plan that is localised and effective for constituents.

In addition, ukactive is also offering to provide



Baroness Tanni Grey-Thompson has written to all 651 MPs

MPs with a weekly parliamentary summary that focuses on the key physical activity and health matters that have been under discussion in the House Of Commons or House Of Lords to raise awareness.

"The last Parliament saw a real growth in the number of MPs who understood the reasons why we had to turn the tide of inactivity – now we are asking them to turn rhetoric into action," said Grey-Thompson.

Details: [http://lei.sr?a=7Z4P3\\_O](http://lei.sr?a=7Z4P3_O)

## Nuffield courts corporates with new clubs

Nuffield Health has cranked up its bid for a greater London presence with the acquisition of two health clubs on the doorstep of the City.

The acquisitions of the CityPoint Club (in Moorgate) and Market Sports (in Shoreditch) – both for an undisclosed fee – gives Nuffield the opportunity to expand its employee well-being services to existing corporate customers in the City and engage with new ones. Both sites feature comprehensive gym and studio offerings, as well as extensive wet facilities.

"These acquisitions complement our current offering in London, enabling us to support more local people with our unique integrated health and wellbeing proposition," said Nuffield Health MD Andrew Jones.

"The addition of the CityPoint club in Moorgate, alongside our existing club at Cannon Street, increases our reach across the City enabling us to offer health checks and physiotherapy to more of London's workforce."

The latest acquisitions form part of a long-term strategy to create a national network of health, fitness and wellbeing centres and increase its presence in key UK cities.

Nuffield Health last year signed £330m of debt facilities as the charity bids to widen its



Nuffield Health MD Andrew Jones

footprint in the UK health club market as part of a push towards integrated care pathways.

The company's deputy chief executive KP Doyle told *Leisure Opportunities* in an interview last year that more health club takeovers were likely, particularly in the capital.

Nuffield Health now operates a total of 77 consumer gyms and 208 corporate fitness and wellbeing sites across the UK.

Details: [http://lei.sr?a=T2M3e\\_O](http://lei.sr?a=T2M3e_O)



## 'Jury out' on further spending cuts

Continued cuts to local authorities' cultural and leisure budgets could undermine the health and wellbeing of communities and add to the skills and experience gaps young people are currently facing.

That is the conclusion of a new report from the Chief Cultural & Leisure Officers Association (CLOA), which has examined the impact of austerity on arts and leisure budgets based on submissions from 52 local authorities.

The report found that a high proportion of local authorities had been forced to make cuts exceeding 15 per cent over the past three years, with areas such as sport and leisure facilities, plus sports development the hardest hit.

It noted that sports and leisure facilities – alongside tourist information centres and libraries – have been the most susceptible to closure and said that more must be done to highlight the consequences.

"The closure or cessation of facilities and services may indicate that decision-makers are unaware or unconcerned about the impact these services have on health and wellbeing, economic development and community cohesion," wrote the authors of the CLOA report. "This suggests the need to raise understanding amongst elected members and with chief executives." The report found that a combination of greater



Don Valley athletics stadium closed due to council cuts

commercialisation of services, more commissions for leisure services from the health sector and alternative delivery models (such as through zero-subsidy leisure trusts) has so far helped to largely stave off the impact of funding cuts.

However, CLOA notes that the "jury is out" in terms of whether the sector has the resilience to make further reductions on a scale that has continued since 2008.

"Should this trend (of spending cuts) continue, a further significant reduction in provision will undermine the vital role culture and leisure play in improving the health and wellbeing of local communities," the report's authors warned.

Details: [http://lei.sr?a=f8K5m\\_O](http://lei.sr?a=f8K5m_O)

## Mark Anthony set to expand Rush Fitness

Fitness trainer to the stars Mark Anthony plans to expand his low-cost gym concept Rush Fitness in sites across southeast England.

Having launched the first two Rush Fitness sites – Uxbridge and Southend – in 2013, Anthony will now open a new health club in Aylesbury this August, with at least one more to follow this year in London Woolwich.

Anthony previously owned his eponymous club in Notting Hill – where he trained celebrity clients including Katie Price, Billie Piper and Lucy Mecklenburgh – before selling the site to Heartcore Fitness in July 2014 to focus on Rush.

The independently-owned Rush clubs are a low-cost, no-contract proposition, with a notable emphasis on group fitness. The Aylesbury gym will offer pre-opening membership from £12.99 per month, rising to £24.99 per month.

"We believe that results driven by motivation, not a 12-month tie in, should be the catalyst for a long standing gym membership, so there



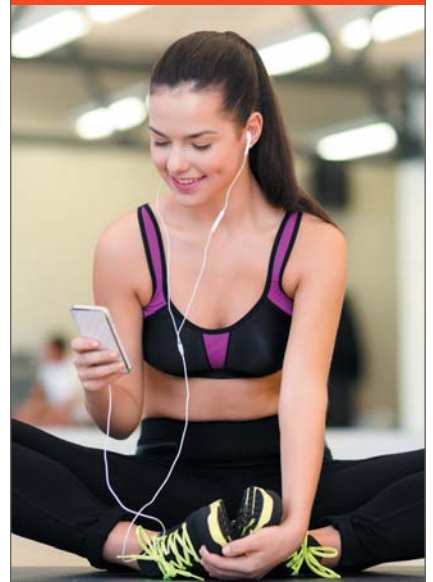
The stylish Aylesbury club will have a range of different workout areas

will be no joining contract," said Anthony. "And unlike many low-cost gyms, Rush Fitness will offer a wide range of classes free to all members, including Spinning, Fast & Furious, Boot Camp, Mind & Body, and even Look Good Naked!"

Leisure design and build specialist Createability has started work on the Aylesbury club – a £450,000 project to develop the 1,000sq m (10,764sq ft) site in Friars Square shopping centre. Intenza Fitness will be the main equipment supplier. Details: [http://lei.sr?a=u3d3Q\\_O](http://lei.sr?a=u3d3Q_O)



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## Alton Towers reopens after Smiler accident

Alton Towers reopened six days after a horrific accident on the park's Smiler left four people seriously injured.

The park reopened at 10am on 8 June, having been closed after a carriage full of people on the Smiler collided with an empty one, injuring 16 and hospitalising four of these with serious leg injuries.

The crash was the first accident in operator Merlin Entertainments' history.

While the park reopened, Alton Towers' X-Sector area – which houses the Smiler, Enterprise and Oblivion rides – remained shut as part of a Health and Safety Executive (HSE) investigation. *Details: [http://lei.sr?a=D3x5C\\_O](http://lei.sr?a=D3x5C_O)*



Distilleries are also attracting increased spend

## Scotch whisky distilleries among top UK attractions

Scotch whisky distilleries are attracting more than 1.5 million people a year in the UK – an all-time high – according to a Scotch Whisky Association (SWA) survey.

The new research revealed that in 2014, visitors to distilleries rose 6 per cent year-on-year, also marking a 15 per cent increase since 2010 and collectively making Scotch whisky distilleries among the most-visited attractions in the UK. According to the findings – based on a sample of distillery visitor centres collected by the SWA – the majority of visitors were domestic, with high visitor numbers also coming in from Germany, the US and France.

Spending saw a significant increase, with visitors to distilleries paying out £50m on tours, shops and cafés – almost doubling from £27m in 2010. The SWA says the increase in spend is reflected by increased investment to enhance visitor centres, including tailored tasting sessions, blending sessions and special bottling.

Julie Hesketh-Laird, SWA deputy CEO said distilleries are helping put Scotland on the map. *Details: [http://lei.sr?a=G5S6W\\_O](http://lei.sr?a=G5S6W_O)*

## Visitor numbers rise in 2014: report

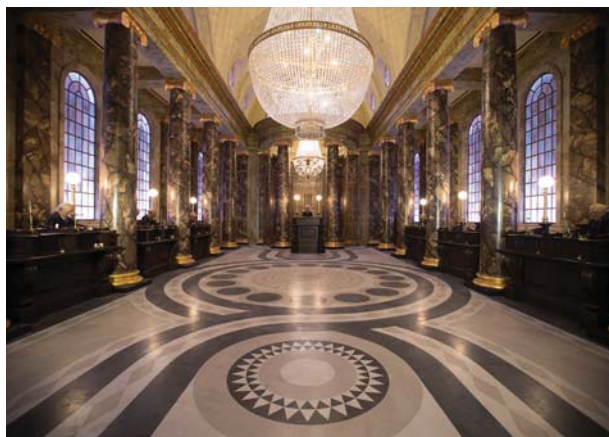
The TEA/AECOM Theme Index and Museum Index 2014 has been released, showing post-recession growth has been maintained in the theme park sector, while museum attendance has suffered a steep drop since 2013.

Visitors to theme parks globally grew 4 per cent in 2014, maintaining the same level of growth as in 2013.

Disney parks continue to dominate the top 10 most-visited theme parks, with Walt Disney World Florida's Magic Kingdom topping the charts and Tokyo Disneyland, Japan, in second.

From an individual operator perspective, Universal had exceptional results with most parks expanding attendance by double digits.

Both Universal Studios Japan and Universal Studios in Florida reported an increase in visitor numbers since 2013 by around 17 per cent – success no doubt due to the extremely popular Wizarding World of Harry Potter attractions. All regions contributed to the theme park industry's "post-recession



The Wizarding World of Harry Potter boosted Universal's figures

rebound," said AECOM's senior vice president of economics, John Robinett.

"Asia will keep growing and raising the bar for quality and the Middle East is making a comeback," he added.

Meanwhile there was small attendance growth at the world's leading museums with a 1.6 per cent increase. In 2013, attendance at the top 20 museums globally grew 7 per cent.

Visitors to waterparks globally grew around 3 per cent, compared with 7 per cent in 2013. *Details: [http://lei.sr?a=5s4V8\\_O](http://lei.sr?a=5s4V8_O)*

## Wookey Hole to blast open new caves

Work is underway to uncover a series of elusive areas at Wookey Hole Caves in Somerset, UK, which staff say have been seen by fewer people than have stepped on the surface of the moon.

Discovered by cave divers in the 1970s, the series of "spectacular" caves will be uncovered after demolitions experts blast a 70m (230ft) tunnel through the solid-rock wall uncovering the cavern – known as Chamber 20. The work forms part of a £4m expansion project.

"Our customers are always asking us if there are any more caves they can see. There are, but you have to be a cave diver to get to them," said Wookey Hole director, Daniel Medley, speaking to *Leisure Opportunities*. "We want to put the tunnel in to open up more of the cave system, to make it one of the largest accessible cave systems in Europe."

Somerset-based companies Matt Durbin Associates and Demrock are acting as



The cave – known as Chamber 20 – is currently only accessible to divers

tunnelling crew and explosive engineers respectively, with specialist consulting engineers already having carried out a full geotechnical survey of rocks and plans ahead of submitting for planning approval.

Work is expected to take a month to complete. Wookey Hole is hoping to increase visitor numbers by around 20 per cent once the addition is open to the public.

*Details: [http://lei.sr?a=E2k9R\\_O](http://lei.sr?a=E2k9R_O)*



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## Toxic fake luxury beauty products spark police fears

City of London Police are warning people about buying fake versions of luxury beauty products after substances such as rat droppings, human urine, arsenic and cyanide were found in many seized goods.

The police force said that in the UK it is estimated at least £90m is spent every year on counterfeit luxury goods. A total of £3.5m worth of phony products have been seized by the police and 5,500 websites selling fake luxury-branded goods have been suspended. Products being copied and made in unhygienic factories include make-up, perfume, sunscreen and electrical beauty items – that could cause electrocution.

*Details: [http://lei.sr?a=b9C9p\\_O](http://lei.sr?a=b9C9p_O)*



John Bevan, COO of Spafinder Wellness, Inc

## Spafinder creates Wellness Lounge for WTM 2015

World Travel Market (WTM) 2015 has partnered with Spafinder Wellness 365 to launch a specialist wellness hub called WTM Wellness lounge between 4-5 November. This new platform follows the success of the Wellness Programme launched by Spafinder at WTM 2014.

The 2014 event's Wellness Programme offered guests a chance to attend three expert panel discussions and the Spafinder Wellness 365 Wellness Travel Awards. The 2015 event, however, will allow new and established members of the wellness industry to conduct business in a dedicated lounge at ExCeL London.

"After our programme at WTM 2014, there was appetite to see wellness become a travel product, just as cities, beach and ski have [become categories of their own], said John Bevan, COO of Spafinder Wellness, Inc. "For too long, the wellness and travel industries worked side by side but never crossed paths, but thanks to the foresight of WTM, we have put together a programme that will allow the two industries to meet and do business."

*Details: [http://lei.sr?a=V8U5K\\_O](http://lei.sr?a=V8U5K_O)*

## South Kensington spa unveiled

Comfort Zone has collaborated with South Kensington Club (SKC) in London, a newly-opened luxury health club measuring 25,000sq ft (2,323sq m).

Complete with a gym, fitness studio, bathhouse, hammam, banya, saltwater Watsu pool, relaxation areas, tea library, restaurant and bars, the property is owned by hospitality and property entrepreneur Luca Del Bono – an advisor to operators including Baglioni Hotels, W Hotels, Hilton International and Corinthia Hotels.

The spa at the property has two 180sq ft (17sq m) treatment rooms and two additional 400sq ft (37sq m) therapy suites, a sauna, pool and terrace. There is also a beauty parlour for hair styling, tanning services, bridal and event beauty grooming and male treatments.

The design of the club was undertaken internally by del Bono, given his expertise in the property market. He co-founded lifestyle group Quintessentially in 2000 and launched several brand campaigns in the luxury sector



The health club has a gym and an abundance of wet facilities

for clients including Ermenegildo Zegna and Harrods. Luca del Bono also set up Del Bono & Partners, a London property acquisition company, and a hospitality division – DB Hospitality. DB Hospitality developed the SKC concept and also operates properties in London including Mari Vanna restaurant. Seeking to promote sustainable lifestyles, Comfort Zone has developed a unique menu of facials, body treatments and rituals – featuring its renowned Skin Regimen Longevity Programme. *Details: [http://lei.sr?a=D3N5t\\_O](http://lei.sr?a=D3N5t_O)*

## Susie Ellis: Workplace wellness will be huge

Having gained steady momentum in recent years, workplace wellness is a trend that is about to explode, according to the president and CEO of the Global Wellness Summit, Susie Ellis.

Writing in a recent blog post, Ellis said experience has taught her that it's important to champion an emerging trend at the earliest stage, so that "those who want to benefit from seeing a trend before it gains huge momentum can come along for the ride."

The global wellness industry – now thought to be worth £2.1tn according to research by the Global Wellness Institute (GWI) – has experienced strong growth in recent years and Ellis sees workplace wellness as a major opportunity to continue this success.

Noting that we are "just at the tip of the iceberg," Ellis predicted the scale of the trend will be huge. Ellis said her convictions had been strengthened by a



Susie Ellis, president and CEO of the Global Wellness Summit

range of encouraging developments. She cited early findings from research that will be presented at the 2015 Global Wellness Summit (GWS) in Mexico City this November, as well as conversations with a host of leading business and wellness institutions. As such, workplace wellness will be a standout subject on this year's Summit agenda, which carries the theme "Building a Well World." *Details: [http://lei.sr?a=H3sj5j\\_O](http://lei.sr?a=H3sj5j_O)*



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## NI peddles Game of Thrones sites

As part of Northern Ireland's strategy to use *Game of Thrones* to boost tourism numbers in the country where the hit HBO show is filmed, Tourism Ireland has created a frozen fountain and a life-size fire-breathing dragon at Belfast Zoo.

The moving animatronic dragon, designed to specifications set out by HBO, has been built by prop makers for the show. The frozen fountain, portrayed as the aftermath of a visit by the snow White Walkers, was created using a snow machine.

The move is the latest in a series of stunts which have included Targaryen-farmed dragon eggs on sale at St George's Market in Belfast as well as animatronic ravens at its City Hall. Giant's footprints have also appeared on Portstewart Strand.

Tourism Ireland teamed up with HBO and *Game of Thrones* in April for a 14-week campaign to promote Northern Ireland around the world in 2015, drawing fans of the series to the country to see the show's signature sites.

Among the sites fans can visit in Northern Ireland are The Iron Islands (Ballintoy Harbour), The Stormlands (Cushendun Caves), The King's Road (Dark Hedges), Winterfell (Castle Ward) and Robb Stark's Camp (Audley's Field).



The White Walkers stunt forms part of the ongoing campaign

Northern Ireland's tourist board offers a prominent rundown on the filming locations and where to find them on its website and last year ran an 11-week online campaign in Britain, the US, Canada, France, Germany, Spain, Italy, the Netherlands and Scandinavia, which generated one million clicks and is estimated to have reached about 100 million fans worldwide. Discover Northern Ireland is teaming up with HBO for its 2015 campaign, which aims to bring more than two million tourists to 'The Real Westeros' by 2016, up from 1.8 million in 2013.

Details: [http://lei.sr?a=H6T3e\\_O](http://lei.sr?a=H6T3e_O)

## London remains world's top destination

London has been named the world's most popular tourist destination for the second year running, beating off rivals such as Paris, New York and Bangkok to secure top spot.

Having attracted more than 17.4m overseas travellers last year (revised down from initial estimates of 18.7m), London is forecast to draw in 18.82m international visitors in 2015, according to the *Global Destinations Cities Index* from Mastercard. The index – which provides an in-depth ranking of the



London is forecast to draw in 18.82m international visitors in 2015

132 most travelled-to cities from around the world – saw Bangkok occupy second place, followed by Paris and then Dubai.

"I'm delighted that London has proudly held on to this coveted title, as we celebrate another triumphant and record-breaking year for tourism in the city," said mayor of London Boris Johnson, who recently launched a consultation to boost the capital's cultural tourism.

"With its unrivalled mix of history, culture, culinary gems and cutting-edge creativity, I'm confident that these accolades will keep coming as the capital continues to surprise and excite visitors from all over the world."

Europe now boasts three of the top five cities, London (1st), Paris (3rd) and Istanbul (5th), while nine European destinations feature in the top 20 overall. Details: [http://lei.sr?a=W8Z6v\\_O](http://lei.sr?a=W8Z6v_O)



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## HOTELS

### Sea forts to become destination hotel

London-based Aros Architects have produced early plans to turn a number of World War II sea forts seven miles off the British coast into a luxury hotel and spa.

The unused Redsand Forts in the Thames Estuary near Kent, built in 1943 to defend Britain against a Nazi attack, could become a hotel with executive apartments, where guest can fly in by helicopter.

A similar development took place in 2012 at Spitbank Fort – built in the Solent in the 1800s to protect Britain from a Napoleonic invasion – which is now home to a private island resort featuring a rooftop hot pool, sauna and fire pit. It's neighbour, No Man's Fort, has recently opened after being similarly developed.

Aros' proposed plans are to develop the old Redsand gun towers into a complex with around 40 standard, executive and pent-house rooms. Guests will arrive by helicopter or hovercraft from St Katherine's Dock in London, Southend-on-Sea, or Whitstable.



The Red Sands sea forts could become the setting for a luxury hotel

They will land at the central 'hub' of the hotel, once the old control tower, and access their rooms via glass walkways giving views of the sea below. The health club and spa will be built in a tower known as Bofors.

In addition, a heritage museum and its own separate arrival jetty will be developed in the searchlight tower to celebrate the historic significance of the site, which was designed by civil engineer Guy Maunsell. Details: [http://lei.sr?a=m7B6u\\_O](http://lei.sr?a=m7B6u_O)

### Watergate Bay team eye new brand

The team behind Cornwall's Watergate Bay Hotel has kicked off the development of a new collection of destination boutique hotels.

The Another Place brand will be independent of the family-owned Watergate Bay – which has its own surf beach and is home to Jamie Oliver's 15 Cornwall restaurant – but will implement the same distinct approach to hospitality.

Sites are being sought in "fantastic locations", which lend themselves to a mix of active and social relaxation.

The first acquisition is Rampsbeck Hotel on Ullswater. Set in 18 acres of the Lake District National Park, the 19-bed four red-star hotel has a spectacular quarter of a mile of lake frontage, coupled with a strong reputation for service and food. There are plans to develop extra rooms and social spaces at Rampsbeck.

"Every property in the Another Place collection will be characterised by a fantastic location and our own unique mix of active, social and relaxing hospitality," says Will Ashworth,



Rampsbeck Hotel is the inaugural hotel in the Another Place collection

founder of Another Place. "We intend to appeal to both current and new visitors, always staying true to the spirit of Ullswater."

Another Place has already identified the second site for the collection. Royal William Yard in Plymouth will be a 60-bed urban boutique hotel. Occupying a Grade 1 former naval victualing building, the hotel is being developed in conjunction with Urban Splash and Plymouth City Council. Details: [http://lei.sr?a=g8E9d\\_O](http://lei.sr?a=g8E9d_O)





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The new centre's gym spans 1,000sq m

## £36m Huddersfield Leisure Centre springs into action

A new £36m leisure centre has opened in Huddersfield boasting both exercise and play facilities. The centre replaces Huddersfield Sports Centre, which has now closed.

Operated by Kirklees Active Leisure (KAL) on behalf of Kirklees Council, the new Huddersfield Leisure Centre offers a wide range of activities and has been designed to appeal to all members of the community. The new Huddersfield Leisure Centre has been built on the site of the former Spring Grove car park, in Springwood.

Architects AHR-Global were behind the designs, which were realised by BAM construction. The centre has been funded by a combination of cash from the sale of the previous site to Tesco, funding from KAL and other council funds that would have otherwise been spent on repairs to the previous leisure centre.

The new centre's gym spans 1,000sq m and features 100 cv and resistance stations. Details: [http://lei.sr?a=R2j3n\\_O](http://lei.sr?a=R2j3n_O)

## Populous and Jump Studios announce new merger

Sport and entertainment architects Populous have announced a merger with Jump Studios, a London-based practice that specialises in high-concept interiors, installations and architectural design. The merger was unveiled at a press conference in London on the evening of 1 June.

Jump Studios were established in 2001 and specialise in retail, workspace, exhibition, brand experience, pop-up, restaurant and bar design. It has clients ranging from Nike and Levi Strauss to Red Bull, Bloomberg and Starwood Hotels. The practice was named Interior Architect of the Year by *Building Design* magazine in 2013.

Populous, with more than 2,000 completed projects to its name, has a portfolio that includes 90 global events venues, such as Wembley, Yankee and the 2012 London Olympic stadium. It has offices across the globe. Details: [http://lei.sr?a=M3U6y\\_O](http://lei.sr?a=M3U6y_O)

## £1bn Tidal Lagoon pushes forward

The £1bn Swansea Tidal Lagoon – an innovative renewable energy scheme which could also feature an oyster hatchery, visitor centre and watersport centre – has taken a significant step forward after the government granted planning permission.

Developer Tidal Lagoon Power's (TLP) proposals for the world's first tidal lagoon to generate clean electricity are being masterplanned by LDA Design. Energy and climate change secretary

Amber Rudd approved the tidal power aspect of the scheme this month and TLP will now negotiate how much of a government subsidy will be paid for the energy produced to ensure the scheme is viable.

A spokesperson for TLP told *Leisure Opportunities* it will likely now need to apply for separate planning permission for the amenity buildings – as had been expected.

The leisure aspects of the site are seen as being key to the overall proposition. As part



The Tidal Lagoon proposal is being masterplanned by LDA design

of the masterplan, the lagoon would feature an international watersport centre and oyster hatchery, designed by FaulknerBrowns.

Inspired by traditional fishing warehouses and boathouses, the 4,000sq m (43,056sq ft) building for the watersport and hatchery would include sports facilities, changing rooms and boat storage. The project is also expected to feature an eco-focused offshore visitor centre, which would include exhibition space.

Details: [http://lei.sr?a=c6P2e\\_O](http://lei.sr?a=c6P2e_O)

## Public park unveiled for Battersea project

A new public park at London's Battersea Power Station development will include industrial furniture in a nod to the site's past, as well as event lawns, festival spaces and terraced gardens running alongside the River Thames.

Details of LDA Design's 24,281sq m (261,360sq ft) park have now been revealed, with planning consent having been granted earlier this year.

The architectural practice said that its designs combined "industrial references, traditional park features and London street aesthetics."

Two lawns flank a north-south oriented central axis, with events expected to range from theatrical performances to festivals. A riverside footpath and cycleway will also feature, while a pair of lawn-level belvedere spaces at each end of the park will offer views over the river.

LDA Design has developed a site-wide furniture palette, with large-scale pieces of timber and corten steel meant to reflect both the "scale and materiality" of the Grade II listed power station. Bleacher seats and steps will be cast in



A new rendering of the Battersea Power Station park

a coloured black concrete in reference to the coal that provided the fuel for the building.

Large pieces of timber will also be used in the deck areas for the riverfront promenade and reclaimed heritage items from the power station are being incorporated.

The park is due to open in phases, starting in 2017. It is part of Battersea Power Station Development Company's mixed-use development at the 169,968sq m (1,829,520sq ft) former industrial brownfield site. Details: [http://lei.sr?a=W4s7W\\_O](http://lei.sr?a=W4s7W_O)



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## Are you the world's best personal trainer?

A competition has been launched to find the world's best personal trainer, with an expenses-paid trip to the grand final and a US\$5,000 prize up for grabs.

Life Fitness has teamed up with a host of global fitness organisations, including the International Confederation of Registers for Exercise Professionals (ICREPs), EuropeActive, Life Fitness Academy and the American Council on Exercise (ACE) to launch the fifth annual Personal Trainers to Watch.

The competition seeks to recognise and reward elite trainers around the world who "embody the same passion and commitment to the profession as Life Fitness." Nominations are collected from 1 June to 15 July, while the top 10 finalists will compete in a live global competition in October (location TBC) to determine the winner of the US\$5,000 grand prize.

Anyone can nominate a personal trainer who supports a powerful vision, shows



Former finalist Fiona Ross – a PT from New Zealand – works a client

exemplary commitment to enhancing client experiences and pursues continuing education for mastery of the profession. Nominees will be judged on leadership, client motivation, inspiration, certifications and prior recognitions.

"The Personal Trainers to Watch programme seeks the best in the profession, and is our way of recognising those who share our passion for helping people live healthier, more active lives," said Chris Clawson, president of Life Fitness. *Details: [http://lei.sr?a=c6B3C\\_O](http://lei.sr?a=c6B3C_O)*

The best PTs are the ones who understand how you think



**IAN TAYLOR**  
is chief executive  
at SkillsActive

SkillsActive has launched a partnership with international psychometric assessment provider, Thomas Sport, to enhance the programmes and coaching styles of REPs accredited personal trainers. We're partnering Thomas to empower members of REPs to achieve excellence through understanding how their clients think with the help of psychometric assessments.

Thomas International Sport delivers assessments that provide coaches and athletes with increased self-awareness and an understanding of their own and others' behavioural and emotional traits.

The understanding and application of psychological principles is becoming a key element of performance enhancement in sport and fitness. The more we know about the role the mind plays in sport performance, the more we can maximise the potential of athletes, coaches and trainers.

SkillsActive will use Thomas's psychometric assessments to help members of REPs not only achieve a comprehensive understanding of their own communication and training styles, but be able to understand their clients' basic fears, motivators and preferred work style to ultimately enable more effective training.

To help them take their clients' performance to the next level, REPs accredited personal trainers can undergo the Thomas Sport Personal Profile Analysis (PPA) International Certification Programme.

On completing a PPA, they'll gain insight into their personality traits, behavioural tendencies and preferred ways of being trained by an exercise professional; while personal trainers will gain insight into their own styles of training, communication style, motivation and emotional intelligence.

Armed with the insight into their clients' preferred work style and motivators, REPs personal trainers will be able to deliver a carefully-tailored training session to each individual client, allowing them to reach tangible goals.

## Activity to be used to treat depression

Mental health charity, Mind, has launched the country's first large scale programme to encourage those experiencing mental health problems, such as depression and anxiety, to participate in physical activity.

Get Set to Go is supported by Sport England, with £1.5m of National Lottery funding and a further £514,000 from other sources.

The initiative will first focus on eight areas which have been identified as having either high rates of inactivity or mental health issues.

Paul Farmer, chief executive of Mind, said: "Structured physical activity can play a key role in someone's recovery from a mental health problem and in staying well long-term. However, mental ill health can create significant obstacles which prevent people from taking up sport in the first place." The programme will draw on the experience of those who have suffered from mental health issues. Training will be given to sports instructors to help them to better relate to those who have mental health issues and



Outdoor exercise can reduce symptoms of depression

to help them overcome the barriers involved in taking part in sport. Instructors will be expected to offer coaching and motivation.

Mind's Elana McIntyre, said: "We're currently working with coaches and people with experience of mental health problems to design the training so we can provide a course professionals will find interesting and useful."

*Details: [http://lei.sr?a=M8V9v\\_O](http://lei.sr?a=M8V9v_O)*

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\* The Premier Training International Industry Survey was conducted between August and September 2014, involving over 400 Employers, Personal Trainers and Personal Trainer Students.

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# Exciting job opportunities at iGym, London

**Opening September 2015, iGym is a new, friendly and modern fitness venue in Acton, London which embraces innovative fitness technology to give members a powerful, motivating and personalised workout experience!**

The new facility will boast an 80 station fitness suite, group cycle studio and group exercise studio offering more than 50 health, fitness and lifestyle classes each week.

**We are currently looking for dynamic, energetic, self-motivated and committed team players to support us to operate this fantastic new facility, in partnership with Imperial College, offering engaging fitness activities to Imperial students and the wider community. A range of exciting full-time, part-time and casual positions exist across the following roles;**

## Manager

Must be able to build and lead a team of like-minded individuals, dedicated to achieving sales and financial targets, whilst providing excellent levels of customer care, maintaining high quality standards and delivering fitness and lifestyle instruction. Excellent communication skills required as you will be the main point of contact with the client. The ideal candidate will have a minimum of 4 yrs proven operational experience, sales experience and hold a level 3 fitness instructor qualification.

## Duty Managers

Able to deliver personal programmes, lifestyle advice, inductions and coach various classes. The ideal candidate(s) will have a minimum of 2 yrs proven operational experience, have sales experience and hold a level 3 fitness instructor qualification.

## Receptionist/ Sales Advisors

You will be responsible for the efficient and smooth operation of all front of house reception services to include customer service, membership sales, processing payments, answering the telephone and general housekeeping duties. The ideal candidate(s) will possess a professional and confident attitude to work along with excellent communication and customer service skills. A level 2 fitness instructor qualification is desirable.

## Fitness Instructors

The successful candidate(s) will be motivated to inspire and instruct members to achieve their health and fitness goals. Excellent communication skills along with a recognized fitness qualification (i.e. REPS, NVQ, Exercise to Music) are essential.

## Personal Trainers

We require self-motivated trainers who aspire to deliver great fitness training and inspire their clients to achieve excellent results. The ideal candidate will hold a level 3 REPS qualification or equivalent.



**Interested?** Send your CV and covering letter stating salary expectations to [info@pulsefitness.com](mailto:info@pulsefitness.com) or to **Pulse Fitness Limited, Radnor Park, Greenfield Road, Congleton, Cheshire CW12 4TW.**  
Closing date: Friday July 3rd 2015

Pulse the leading leisure solutions provider, will manage and operate iGym London on behalf of Imperial College London.

Pulse is an equal opportunities employer.

**We have two exciting job opportunities within our Fitness Team based in Walthamstow, London.**



## Senior Fitness Advisor

**Ref: HR586, £14,274 per annum, 30 hours per week – shift pattern**

Apart from delivering exceptional customer service, this role is to support and motivate other fitness advisors, with the key aim of retaining and attracting new customers; to work with specialist groups of people, such as older adults, children, and people with disabilities or people referred by doctors.

## Sales & Fitness Advisor

**Ref: HR585, £13,260 per annum, 30 hours per week – shift pattern**

This role is about delivering exceptional customer service, whether motivating members and residents, giving personal training or selling memberships.

The ideal candidates must have relevant REPs qualifications and experience of teaching group exercise classes.  
For further information, please visit our website:  
<http://forestymca.org.uk/homepage/our-vacancies>

**To apply, you must download an application form from our website and send your completed form to [jobs@forestymca.org.uk](mailto:jobs@forestymca.org.uk)**

# leisureopportunities



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## SANDWELL LEISURE TRUST

Sandwell's partnership's vision for the Borough in 2021 is "Sandwell; great people, great place, great prospects". One of the partner's shared priorities is "Active and Well People" and SLT plays a key role in the delivery of this priority. The Trust's mission is to "Create an Active Sandwell" and to help us achieve this we are now seeking to recruit the following:-



### DUTY MANAGERS

3 Full Time, 37 hours per week, 1 Part Time, 25.25 hours per week  
Starting Salary £22,937 per annum (pro rata for part time) plus benefits

#### Successful candidates will:-

- Be dynamic, highly motivated and hardworking
- Have a "can do" approach
- Show commitment to excellent service delivery and their own personal development
- Be flexible, resilient, adaptable and organised
- Be able to work as part of a team
- Hold a valid Pool Lifeguard and First Aid Certificate

As a Duty Manager, you will form part of the Facility Management Team with responsibility for leading and managing a team on a daily basis in order to achieve results through a target driven approach that supports our organisations commitment to continuous improvement. Therefore, experience in budget, staff and facility management is essential along with knowledge of QUEST and Health and Safety Procedures within the leisure industry. Experience of event management advantageous.

If you are an exceptional individual and want to join a multi award winning and developing organisation, this could be the job for you.

**CLOSING DATE: WEDNESDAY 1ST JULY, 2015**

**INTERVIEWS WILL BE HELD BY NO LATER THAN 24TH JULY 2015.**

To find out all you need to know and more visit  
[www.slt-leisure.co.uk](http://www.slt-leisure.co.uk) or email  
[trustjobs@slt-leisure.co.uk](mailto:trustjobs@slt-leisure.co.uk)  
Please quote ref SLT 635



## General Manager



Rush is offering an exciting opportunity for it's first UK trampoline park opening in High Wycombe, September 2015. Rush has partnered with a significant park operator currently operating in US, Germany, South Africa, and will rapidly expand to other locations in UK and worldwide.

Rush's vision is to offer an exhilarating indoor leisure facility built on custom designed, interconnected trampolines that can be enjoyed by anyone, no matter what age, size, fitness level or experience.

#### The Role

Reporting directly to the COO, the successful candidate will develop and deliver the business strategy and all aspects of the operation including sales, marketing, finance, HR, health and safety. They must be an 'ideas' person; a solutions provider with the entrepreneurial skills to build the business whilst delivering excellent customer service.

#### Key Responsibilities

- To manage day to day operations
- To control the operating budget, identify measures for increasing revenue, oversee financial reporting, prepare reports & attend management meetings
- To drive excellent customer service standards & communication strategy through effective marketing
- To oversee inventory & build strong relationships with suppliers
- To ensure adherence to health and safety requirements and oversee building & equipment maintenance
- To recruit, train, develop staff & manage HR and Payroll processes

#### Key Attributes

- be a self-motivated individual with excellent leadership skills
- have a clear understanding of financial planning and health and safety
- have a proven track record in managing multi-revenue stream leisure businesses
- be a confident and clear communicator
- have strong IT, administrative and organisational skills
- work well under pressure and meet deadlines

#### Qualifications & Experience

- A qualification in Leisure Management, educated to degree level or NVQ4.
- A minimum of 5 years' experience and ability within a similar role

To apply for this role, please submit your CV, a covering letter with current salary details to [work@rushuk.com](mailto:work@rushuk.com)

## Lifeguards Required

WV Active

### Leisure and Fitness Assistants

**£16,998 - £19,317** Job Ref: WLV000000559

37 Hours Per Week and 25 Hours Per Week (pro rata)

Permanent posts available

We are looking to appoint qualified Lifeguards into the role of Leisure and Fitness Assistants within WV Active.

We have a 2.5m pool at WV Active Central and a 2.5m pool and studio pool at WV Active Bilston - Bert Williams.

You must be vigilant, motivated and able to work effectively as part of a team. The role will include the safe supervision of all customers using our facilities, excellent communication and customer service skills.

#### You will need to possess:-

- a current RLSS National Pool Lifeguard qualification that includes the Spine Board module
- a current HSE approved First Aid at Work Certificate

You will also be required to carry out gym inductions for customers as and when required (Level 2 Health and Fitness qualification will be required - training will be provided if necessary for successful candidates).

For further information contact Heather Collett on 01902 552423.

**These posts are subject to an Enhanced Disclosure and Barring Service check.**

Apply online at [www.wmjobs.co.uk/](http://www.wmjobs.co.uk/)  
our-employers/wolverhampton-city-council/

**CLOSING DATE FRIDAY 3 JULY, 2015**

[www.wolverhampton.gov.uk/jobs](http://www.wolverhampton.gov.uk/jobs)

## Business Development Manager - Leisure

**Location: Ely, Cambridgeshire**

**Salary: up to £35,662K per annum**

**Closing date: 13 July 2015**



EAST CAMBRIDGESHIRE  
DISTRICT COUNCIL

This is an exciting time to join East Cambridgeshire District Council's Community and Leisure team, as we begin to deliver a new £12m District indoor leisure centre facility.

Working to the Principal Community and Leisure Services Officer, this new post in the team will be responsible for managing and leading the preparation and implementation of a leisure facility development programme with the key outcomes of delivering an improved customer experience, introducing a more commercial approach to future management of leisure facilities and an increase in income generated.

You will be able to undertake business development planning, develop and manage projects, complete financial appraisals and viability assessments, and investigate and secure funding that will support priority capital improvements to be made.

You will possess a recognised project management qualification, have experience of working in a senior business planning position within the leisure sector and be able to demonstrate a successful track record of assessing and improving the viability and performance of leisure facilities. You will also need to have strong communication, interpersonal, organisational and influencing skills and be able work with partners to deliver successful outcomes.

For an application pack or an informal discussion about the post please contact Allison Conder (Principal) on (01353) 665555 or apply on line at:  
[www.eastcambs.gov.uk/jobs/current-job-vacancies](http://www.eastcambs.gov.uk/jobs/current-job-vacancies)

Interviews are scheduled to take place in w/c 10th August 2015.

For more details on the following jobs  
visit [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)  
or to advertise call +44 (0)1462 431385



#### Swimming Pool Manager

Company: Marlborough College  
Location: Marlborough, Wiltshire, UK

#### Fitness Instructors (p/t)

Company: Ben Dunne Gyms  
Location: Aintree, Liverpool, UK

#### Health Promotion Advisor

Company: Network Rail  
Location: Milton Keynes, UK

#### Dance Brand Manager

Company: Parkwood Leisure  
Location: Worcester, UK

#### Sport and Wellbeing Manager

Company: Redditch Borough Council  
Location: Redditch, UK

#### Head of Operations

Company: Freedom Leisure Ltd  
Location: Wales & West of England, UK

#### Membership Advisor

Company: Parkwood Leisure  
Location: Bexleyheath, UK

#### Marketing Officer

Company: Bury Council  
Location: Bury, UK

#### Fitness Instructor (p/t)

Company: Montsaye Academy  
Location: Kettering, Northants, UK

#### Development Manager

Company: Fields in Trust  
Location: London, UK

#### Health & Fitness Team Leader

Company: LED Leisure Management Ltd  
Location: Ottery St Mary, Devon, UK

#### Recreation Assistant x 2

Company: Parkwood Leisure  
Location: Sidcup, UK

#### Duty Manager

Company: LED Leisure Management Ltd  
Location: Exmouth, UK

#### Aquazone Co-ordinator

Company: Legacy Leisure  
Location: Exeter, UK

#### Field Sales Executives

Company: BriefYourMarket  
Location: Midlands with UK travel, UK

#### Business Development Manager

Company: HaB International Ltd  
Location: Nationwide, UK

#### Key Account Manager

Company: HaB International Ltd  
Location: Nationwide, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Duty Manager x 2

Company: Life Leisure  
Location: Stockport, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Physical Activity Officer

Company: Merseyside Sports Partnership  
Location: Liverpool

#### Swimming Teachers

Company: Everyone Active  
Location: Gloucestershire, UK

#### Personal Trainer

Company: énergie group  
Location: Various locations, UK

#### Assistant Manager

Company: énergie group  
Location: Hatfield, UK

#### Personal Trainers Needed

Company: Lifetime  
Location: Various locations, UK

#### Lifetime PTA Global Maxima

Company: Lifetime  
Location: Nationwide, UK

#### Lifeguard

Company: GLL  
Location: Various locations, UK

#### Management team

Company: Fusion Lifestyle  
Location: Middlesex, England

#### Customer Support Specialist

Company: Delta Computer Services  
Location: Uckfield, East Sussex, UK

#### Operations Manager

Company: Sport Wales  
Location: Cardiff, UK

#### Site Safety Co-ordinator

Company: Everyone Active  
Location: Spelthorne, UK

#### Facilities Provision Officer

Company: Basingstoke and Deane  
Location: Basingstoke, UK

#### Duty Manager

Company: Legacy Leisure  
Location: Exeter, UK

#### General Manager

Company: GLL  
Location: Cumbria, UK

#### Regional Account Manager

Company: Core Health & Fitness  
Location: North of England, UK

#### Development Co-ordinator

Company: YMCAfit  
Location: Flexible / London, UK

#### Sales and Fitness Advisor

Company: Forest YMCA  
Location: East London, UK

#### Senior Fitness Advisor

Company: Forest YMCA  
Location: East London, UK

#### Personal Trainer

Company: Everyone Active  
Location: Various locations, UK

#### Swimming Teacher

Company: GLL  
Location: Swindon, UK

#### Duty Manager

Company: Legacy Leisure  
Location: Shoburyness, UK

#### Recreation Assistant

Company: Legacy Leisure  
Location: Exeter, UK

#### Freelance Tutors & Assessors

Company: YMCAfit  
Location: London - All areas, UK

#### Membership Advisor

Company: Legacy Leisure  
Location: Maidenhead, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: Bristol, UK

#### Duty Manager

Company: Everyone Active  
Location: Spelthorne, UK

#### Swim Lesson Manager

Company: Everyone Active  
Location: Stowmarket, UK

#### Duty Manager

Company: Legacy Leisure  
Location: Thatcham, UK

#### Sway Dance Teachers

Company: Parkwood Leisure  
Location: Cardiff, UK

#### General Manager

Company: énergie group  
Location: Liscombe Park, UK

#### Membership Consultant

Company: Everyone Active  
Location: Staines upon Thames, UK

#### Sales & Marketing Manager

Company: Parkwood Leisure  
Location: North Devon, UK

#### Membership Sales

Company: énergie group  
Location: Preston, UK

#### National Cycling Manager

Company: Parkwood Leisure  
Location: Worcester, UK

#### Recreation Assistant

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Membership Advisor

Company: Parkwood Leisure  
Location: Sidcup, UK

#### Fitness Instructors required

Company: Priory Community School  
Location: Weston-super-Mare, UK

#### Membership Manager

Company: Everyone Active  
Location: Staines upon Thames, UK

#### Water Park Head Lifeguard

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, US

#### Duty Manager

Company: Edge Hill University  
Location: Ormskirk, Lancashire, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Various locations, UK

#### General Manager

Company: The Gym Group  
Location: Various locations, UK

#### Sports Centre Assistant (x 6)

Company: Edge Hill University  
Location: Ormskirk, Lancashire, UK

#### Operations Manager

Company: Edge Hill University  
Location: Ormskirk, Lancashire, UK

#### Community Sport Officer

Company: Nottingham City Council  
Location: Nottingham, UK

#### General Manager

Company: Lifestyles Health & Fitness  
Location: Beirut

#### Fitness Instructor (p/t)

Company: énergie group  
Location: Harrow, UK

#### Lifeguards

Company: Everyone Active  
Location: Various locations, UK

#### Duty Managers

Company: Sandwell Leisure Trust  
Location: West Midlands, UK

#### Maintenance Manager

Company: Parkwood Leisure  
Location: Penzance, UK

#### Catering Assistant

Company: Legacy Leisure  
Location: Windsor, UK

#### Recreation Assistants

Company: Legacy Leisure  
Location: Windsor, UK

#### Receptionist

Company: Parkwood Leisure  
Location: Erith, UK

#### Camp Adventure Leaders x 2

Company: Parkwood Leisure  
Location: Cardiff, UK

#### Sales Advisor / Club Promoter

Company: énergie group  
Location: Cannock, UK

#### Pool Operations Manager

Company: Fusion Lifestyle  
Location: Bedfordshire, England

#### Marketing Executive

Company: The Gym Group  
Location: Manchester, UK

#### Personal Trainers

Company: Sandown Sports Club  
Location: Surrey, UK

#### Senior Sports Attendant

Company: Brio Leisure  
Location: Frodsham Leisure Centre, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: Bicester, UK



### Aquatics Lead

Company: Brio Leisure  
Location: Winsford Lifestyle Centre, UK

### Segway Events Supervisor

Company: Big Bang Promotions  
Location: Berkshire / Maidenhead, UK

### Membership Consultant

Company: Everyone Active  
Location: Warwickshire, UK

### Front of House Receptionist

Company: Everyone Active  
Location: Bourton-on-the-Water, UK

### Swim Teacher

Company: Everyone Active  
Location: Sunderland, UK

### 3 x Lead LiveWire Advisor

Company: LiveWire Warrington  
Location: Warrington, UK

### Lead LiveWire Advisor

Company: LiveWire Warrington  
Location: Warrington, UK

### Manager

Company: iGym  
Location: London, UK

### Personal Trainers

Company: iGym  
Location: London, UK

### Fitness Instructors

Company: iGym  
Location: London, UK

### Receptionists/Sales Advisors

Company: iGym  
Location: London, UK

### Membership Advisor

Company: énergie group  
Location: Harrow, UK

### Duty Managers

Company: iGym  
Location: London, UK

### Club Manager

Company: The King's Club  
Location: South West London, UK

### Assistant Gym Manager

Company: Pure Gym Limited  
Location: Clydebank and Glasgow, UK

### Catering Assistant

Company: Parkwood Leisure  
Location: Thetford, UK

### Female Personal Trainer

Company: énergie group  
Location: Long Eaton, UK

### Facilities Assistant

Company: GLL  
Location: Westlea, Swindon, UK

### LiveWire Advisors

Company: LiveWire Warrington  
Location: Warrington, UK

### Personal Trainers

Company: Pro-Fit Personal Training  
Location: Nationwide, UK

### Marketing Assistant

Company: Move GB  
Location: Bath, UK

### Fitness and Sales Manager

Company: Sylvestrian Leisure Centre  
Location: London, UK

### Fitness Instructor

Company: énergie group  
Location: Leighton Buzzard, UK

### Membership Manager

Company: énergie group  
Location: Long Eaton, UK

### Gymnastics Club Coach

Company: Legacy Leisure  
Location: Southend, UK

### Freelance Fitness Tutor

Company: Lifetime Training  
Location: Nationwide, UK

### Fitness Apprenticeship L2

Company: énergie group  
Location: Maidstone, UK

### Duty Supervisor

Company: University of Cambridge  
Location: Cambridge, UK

### Fitness Operations Manager

Company: Fusion Lifestyle  
Location: London, England

### Duty Manager cover

Company: Everyone Active  
Location: Staines, UK

### Recreation Assistant

Company: Everyone Active  
Location: Staines, UK

### Operations Manager

Company: Fusion Lifestyle  
Location: London, England

### Recreation Assistants

Company: Parkwood Leisure  
Location: Torbay, UK

### Maintenance Engineer

Company: Everyone Active  
Location: Stratford On Avon, UK

### Member Services Advisor

Company: Pure Gym Limited  
Location: Leeds, UK

### Regional Activity Scout

Company: Move GB  
Location: Various, UK

### Development Facilitator

Company: Pure Gym Limited  
Location: Leeds and Field Based, UK

### MoveGB Customer Motivator

Company: Move GB  
Location: Bath, UK

### Manager

Company: Celtic Leisure  
Location: Neath, Glamorgan, UK

### Business Development Manager

Company: East Cambridgeshire DC  
Location: Ely, Cambridgeshire, UK

### General Manager

Company: Rush UK  
Location: High Wycombe, UK

### General Manager

Company: Fivestar Health & Fitness  
Location: Windsor, UK

### Summer jobs - lifeguards

Company: GLL  
Location: Various locations, UK

### Club Supervisor

Company: The Gym Way  
Location: Kensington, London, UK

### Fitness Motivator

Company: Everyone Active  
Location: Sutton, UK

### Full time Gym Instructor

Company: Gym 1  
Location: Luton, UK

### Personal Trainers Wanted

Company: PT FIT  
Location: London, UK

### Multi-Sports Apprentice

Company: Bolton Lads & Girls  
Location: Bolton, UK

### Membership Consultant

Company: Xercise 4 Less  
Location: Nationwide, UK

### Impact Sales Consultant

Company: Xercise 4 Less  
Location: Various locations, UK

### Sales and Marketing Manager

Company: Xercise 4 Less  
Location: Various locations, UK

### General Manager

Company: Xercise 4 Less  
Location: North Shields/ St Helens

### Swimming Teacher

Company: Becky Adlington's Swim Stars  
Location: Nationwide, UK

### Freelance Personal Trainer

Company: Club Training  
Location: London

### Spa Treatments Manager

Company: One Spa  
Location: Edinburgh, UK

### Spa Therapists

Company: Nutfield Priory Hotel & Spa  
Location: Surrey, UK

### Beauty Therapists

Company: Center Parcs Ltd  
Location: Woburn, Bedfordshire, UK

### Spa Operations Manager

Company: ESPA International  
Location: Farnham, UK

### Spa Operations Manager

Company: ESPA International  
Location: Hong Kong, Hong Kong SAR

### Spa Supervisor

Company: Grand Jersey Hotel and Spa  
Location: Jersey, UK

### Guest Services Manager

Company: Bristol Zoo Gardens  
Location: Bristol, UK

### Entertainment Supervisor

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, US

### Aquarist Sea Life Jesolo

Company: Gardaland Resort  
Location: Castelnovo del Garda, Italy

### Guest Experiences Manager

Company: Bristol Aquarium  
Location: Bristol, UK

### Resort Marketing Manager

Company: LEGOLAND California  
Location: California-Carlsbad, US

### Senior Aquarist

Company: Sea Life  
Location: Michigan-Auburn Hills, US

### Guest Services Duty Manager

Company: LEGOLAND California  
Location: California-Carlsbad, US

### Public Relations Manager

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, US

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## Test pupils' fitness: ukactive report

*Continued from front cover*

The report into the youth inactivity levels of UK schoolchildren outlines several startling findings.

Freedom of Information (FOI) requests revealed less than half of schools surveyed (43 per cent) record the length of time children actually spend being physically active in PE lessons. As a result, the body is calling for primary schools to test pupils' fitness in the same way as subjects like Maths and English to ensure children are meeting basic guidelines.

"The focus should be on ensuring that children are given all the necessary support possible in order to achieve the 60 minutes of daily activity recommended in the Chief Medical Officer's guidelines," said ukactive chair Baroness Tanni Grey-Thompson. "This does not mean we wish to see 60 minutes of timetabled PE per day. Instead, we are calling for a focus on a 'whole school approach'. This means looking at how children travel to and from school, the manner in which they integrate activity as simple as standing in lessons, the development of more effective use of play time opportunities and the



ukactive is calling for primary schools to test pupils' fitness levels

provision of pre- and post school activities."

ukactive's report, which has received backing from the Royal College of Paediatrics and Child Health, makes a number of recommendations to overcome the youth inactivity epidemic.

It says the government should extend the National Child measurement programme to record fitness levels, in addition to the current reading of BMI, as this gives little indication of a child's activity levels. There are also calls for the forthcoming Childcare Bill to include a statutory requirement for dedicated amounts of activity time. *Details: [http://lei.sr?a=q2M5K\\_O](http://lei.sr?a=q2M5K_O)*

## 'Savvy shoppers' spend less on leisure

More than one third of Britons spent less on leisure last year, as the legacy of the recession saw shoppers cut back on virtually all sectors of expenditure – despite 2014 marking the fastest rate of economic growth in the UK since 2007.

The findings from Mintel's new *British Lifestyles* report – which tracks the activity of all consumer sectors in the UK – shows that over the past year consumers are more likely to have spent less in every area except in-home food.

Analysts said consumers continued to favour the thrifty approach to expenditure which they developed during the recession, as low wage increases and a high cost of living mean many aren't feeling the benefits of the recovery.

"The savvy shopping habits that people have adopted during the slowdown are deeply engrained and there is still a lot of ground to make up," said Ina Mitskavets, senior consumer and lifestyles analyst at Mintel. "Even though the growth in the economy has picked



34 per cent of consumers spent less on leisure last year

up in earnest over the past year, households have not yet seen a sustained period of earnings growing above prices in the shops, meaning that for many Britons, the recovery is yet to trickle down to their pockets."

*Details: [http://lei.sr?a=q2M5K\\_O](http://lei.sr?a=q2M5K_O)*

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