

leisureopportunities

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London's Jewish Museum reopens after renovation

By **Pete Hayman**

A London museum dedicated to Jewish culture, heritage and identity in the UK has re-opened following the completion of a £10m redevelopment.

The Jewish Museum London in Camden Town has been expanded and revamped as part of the scheme, which has included the installation of new displays and exhibitions across four permanent galleries.

Exhibition designers Event Communications and architects Long and Kentish have been involved with the overhaul of the museum, which includes the recreation of an East End street and tailor's workshop,



View of the Tailor's Workshop in the museum's new History Gallery

historic artefacts and a map show how Jews have settled in the UK from across the world.

The museum, which aims to give visitors the opportunity to explore Jewish life and culture

as part of the history of Britain, features the Welcome Gallery – introducing a range of Jewish people; History: A British Story – exploring how and why Jewish people settled in the UK; and

Judaism: A Living Faith, which explores the Jewish faith.

The fourth permanent gallery – the Holocaust Gallery – takes a look at the impact of the Nazis through the experiences and personal items of Leon Greenman, a London-born survivor of Auschwitz, and other survivors who lived in the UK.

Rickie Burman, director of the Jewish Museum, said: "At the new Jewish Museum we explore these issues in the context of one of Britain's oldest immigrant communities.

"We hope our ground-breaking displays will inspire people to take a stand against racism and build interfaith understanding and connections."

Major deal reached for Manchester regeneration

City's east side set for extensive transformation after three parties secure deal

By **Pete Hayman**

Manchester City Council (MCC), Manchester City Football Club (MCFC) and regeneration agency New East Manchester (NEM) have signed a deal to transform the east of the city.

A joint development board (JDB) has been formed to lead regeneration efforts, which will be centred on the area of land around the football club's City of Manchester stadium.

The agreement will enable MCC, NEM and MCFC to share a desire for the commercial



East Manchester will be home to a new National BMX Centre

development of the region to help boost the local economy.

The JDB will initially look to enhance the potential of the

Sportcity development as a destination and provide improved amenities and surroundings, which will deliver an upgraded space for supporters on matchdays.

Medium-to-long term aims of the JDB will be to explore plans for the development of land held by each of the three parties to further opportunities in east Manchester.

MCC leader Sir Richard Leese said: "The collective strength of the council and the club, two very ambitious partners, will be the engine of economic growth."

Work begins on Time Capsule

The Time Capsule leisure centre in Coatbridge, Scotland, is to undergo a £6m redevelopment funded by North Lanarkshire Council.

Improvements at the centre will include the creation of a new health and fitness club, a new water slide and improved spa facilities.

Architects for the project are Dalziel Design and East-Kilbride based Carr McLean Watson as quantity surveyors.

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New high speed rail proposals unveiled

Government plans to cut journey times between London and the north of England

By Pete Hayman

Transport secretary Andrew Adonis has revealed plans for a 335-mile (539km) high speed rail network linking London with the north of England.

Trains are set to travel at up to 250mph (402kmph) along the initial core rail network, which will cost around £30bn and aims to reduce travel times between London and the West Midlands to 30 minutes.

Journey times from the capital to Manchester, Leeds and Sheffield will also be reduced to 75 minutes under the proposals, which includes connections to existing tracks providing services to Glasgow, Edinburgh and Newcastle.

A consultation on recommendations for the High Speed Two route between London and



Trains will travel at up to 250mph (402kmph) under the proposals

Birmingham is set to start in the autumn, which includes plans to rebuild London Euston.

A new Birmingham city Centre station will be built at Fazeley/Curzon Street under the plans, while connections to Heathrow Airport in London, and Birmingham Airport and the NEC are also planned.

Adonis said: "The time has come for Britain to plan seriously for high speed rail between our major cities. The high speed line from London to the Channel Tunnel has been a clear success, and many European and Asian countries have extensive and successful high speed networks."

Play England urges increase in staffed provision

By Tom Walker

Play England has called for an increase in the number of staffed playgrounds to help beat child obesity and tackle anti-social behaviour.

The association says that a report by independent think tank Demos supports the view that skilled staff – whether paid or voluntary – play a crucial role in successfully engaging children and young people most at risk of a sedentary lifestyle and the resulting obesity, as well as those prone to anti-social behaviour.

The Demos report, called *People Make Play: the impact of staffed play provision on children, families and communities*, claims that staffed playgrounds, often run by the voluntary sector, are an



A Demos report has revealed the benefits of staffed play

increasingly vital element in the multi-agency approach to improving outcomes for children, families and communities and are also thought to be more cost-effective than established statutory services.

Adrian Voce, director of Play England says: "This timely report illustrates the vital role

adults have, not in the actual play of children but in the provision of the physical and social space that it needs.

"This sedentary behaviour is a major cause of obesity and other problems. Parents are widely encouraged to allow children more freedom to play out, but in some areas, if this is unsupervised they are at risk of bullying, crime or road traffic accidents on the one hand; anti-social behaviour and offending on the other."

The report suggests that such schemes have a high level of success in engaging the 'hardest-to-reach' youngsters and most vulnerable children – those growing up in deprived communities – giving them the chance to learn important skills such as mutual respect, sharing and power over their own lives.

Scotland unveils Active Nation initiative

New scheme launched as part of a bid to deliver lasting legacy from Glasgow 2014

By **Pete Hayman**

The Scottish Government has launched a major new public health initiative, designed to encourage people across the country to increase their physical activity and boost the nation's health record.

Active Nation forms part of efforts to create a legacy from the 2014 Glasgow Commonwealth Games and will be delivered by a range of public, private and third sector partners through branded events and activities.

A new website will also be used to provide ideas to help people to become more active ahead of the 2014 Games, while setting out Personal Activity Goals for participants to incorporate exercise into their daily lives.



The initiative hopes to get more Scottish people physically active

Scottish minister for public health and sport, Shona Robison, said: "Active Nation is about getting active, having fun and feeling good.

For too long Scotland has been seen as the 'sick man of Europe'. Our nation's health is improving but not quickly

enough, especially in our most deprived communities.

A legacy plan was unveiled in September 2009 to set out how the Scottish Government aims to deliver lasting benefits from the 2014 Games, as well as the London 2012 Olympics and the 2014 Ryder Cup.

Visitor expenditure to "almost double" by 2020

By **Pete Hayman**

Spending by overseas visitors is set to be worth "almost double" to the UK economy in 2020, according to research released by VisitBritain.

Analysis conducted by Deloitte and Oxford Economics suggested that inbound tourism expenditure is poised to grow at 4.4 per cent per year from the current £16bn to £31bn over the next decade.

The research also confirmed the tourism industry is now the UK's fifth largest sector, worth £115bn to the economy and in



The UK can look forward to a healthy return from visitors

line to outstrip manufacturing, retail and transport growth over the coming years.

VisitBritain chair Christopher Rodrigues said: "This research

reaffirms the importance of tourism to the British economy. Tourism is a powerful economic driver, and investing in tourism delivers immediate benefits.

"We now have the catalyst of being host to the London 2012 Olympic and Paralympic Games to revitalise the welcome we offer the world, and I hope this research will underline what a historic opportunity we all have."

Publication of the research comes as shadow chancellor George Osborne outlined the Conservatives' plans to support the tourism industry if it wins the next General Election.

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IN BRIEF

Bolton college to open new gym

▶ Bolton Community College has invested in a new on-campus health and fitness club as part of a £70m redevelopment of facilities at the college. To be housed in a purpose-built building on the town's Dean Road, the 140sq m club will be kitted out by supplier Precor and is scheduled to open in time for the 2010-11 academic year in September. The club will be available to students and staff as well as being used for sports teaching sessions. Most of the 30 pieces of Precor equipment – including two Adaptive Motion Trainers – will be fitted with personal viewing screens. The Precor team has also been involved with the design of the gym.

Tobacco giant opens corporate gym

▶ The world's second largest quoted tobacco group - British American Tobacco - has opened a corporate fitness club at its offices in Hampshire, UK. Called Energise Fitness, the club has been fitted with Precor equipment and will be operated by Bladerunner. The new facility is part of a larger project to redevelop the site in Southampton, which employs more than 900 people.

SLL unveils revamped gym

▶ Sports trust Stevenage Leisure (SLL) has officially opened its refurbished fitness@the leisure centre gym at the town's Arts & Leisure Centre. Stevenage Borough Council contributed £250,000 towards the revamp of the facility, which now features an open plan design with mezzanine floor, a new entrance and changing area and a new cycling studio, as well as improved wheelchair access.

Work starts on £12m Matlock centre

Long-awaited Central Area Leisure Centre scheduled to open by summer 2011

By **Pete Hayman**

A foundation stone has been unveiled as part of a ceremony to mark the start of work on a new £12m leisure centre on a brownfield site between Darley Dale and Matlock, Derbyshire.

Morgan Ashurst has been appointed to deliver the Central Area Leisure Centre (CALC) scheme, which is being project managed by consultants Drivers Jonas and is due for completion in summer 2011.

The complex, which is being developed on a site near the A6 called The Dimple, will include an eight-lane swimming pool with a moveable floor and is designed to meet regional and county competition requirements. A sports hall with county-standard badminton courts and facilities for five-a-side football, basketball, indoor hockey, volleyball and cricket nets, as well as a second



Facilities at the centre will include an eight-lane swimming pool

hall for aerobics, fitness classes, martial arts and yoga form part of the scheme.

A café, meeting rooms and changing facilities are also included as part of the CALC development, along with a community room to replace the existing Darley Dale Community Centre.

Derbyshire Dales District Council (DDDC) is providing £7m towards the development,

as well as £3.7m from East Midlands Development Agency (EMDA) and grants from Sport England and Derbyshire Economic Partnership.

EMDA chair Dr Bryan Jackson said: "Matlock is developing with the by-pass and Sainsbury's and this is going to be an iconic building that will put Matlock on the map for the right reasons. It's all good news - a win-win situation."

Soton deal for DC Leisure

Southampton City Council (SCC) has appointed DC Leisure and its charity partner Active Nation to take over the operation of the city's leisure facilities as part of a 15-year lease.

The partnership will take over the Bitterne Leisure Centre, the Quays 'Eddie Read' Swimming and Diving Complex, Chamberlayne Leisure Centre, Woodmill Activity Centre and Southampton Alpine Centre as well as numerous sports pitches.

The council is looking to increase the number of people using SCC's leisure facilities by 15 per cent.

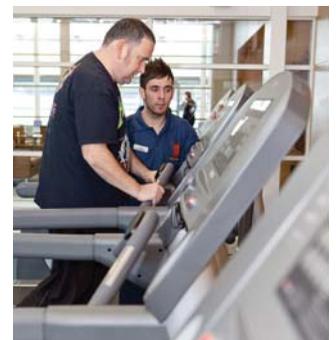
£9m Lanark leisure centre opens

By **Pete Hayman**

A new £9m community leisure centre has opened its doors to the public in Lanark, South Lanarkshire, to replace the town's former swimming pool in South Vennel.

South Lanarkshire Lifestyles - Lanark was built by Stirling-based Ogilvie Construction and is run by South Lanarkshire Leisure (SLL) on behalf of South Lanarkshire Council (SLC).

Facilities at the new centre include a 25m swimming pool with floating floor, a health suite area boasting a sauna and steamroom, a hydrotherapy pool and a 30-station fitness gym equipped by PowerPlate, Life Fitness and Hur.



Facilities at the centre include a 30-station fitness suite

A dance studio fitted with sound system, sprung floor and mirrored wall and a changing village, boasting disabled facilities and outdoor changing areas, also form part of the development, as well as a Starbucks café.

IHRSA unveils inaugural 'green survey'

Report offers insight into the green practices of health, racquet and sports clubs

By **Tom Walker**

The results of The International Health, Racquet and Sportsclub Association's (IHRSA) first Green/Sustainability Survey reveal that – overall – health club operators have a positive attitude towards integrating environmental-friendliness into their daily business practises and see 'going green' as a way to have a positive impact on club performance.

The purpose of the survey was to gain an insight into the opinions and practices of health, racquet and sports club operators around environmental sustainability and its associated business implications. More than 130 respondents provided data which



Respondents believe that green practices could increase retention

revealed that 70.7 per cent of them had a strongly positive perspective on implementing green practices.

Nearly 55 per cent saw green practices as having a moderate priority within their organisation, with 33.1 per cent giving them a high priority; and 65

per cent believing that implementing green practices at their clubs would differentiate them from the competition.

Other figures to emerge from the survey show that 35 per cent of those taking part believe that green practices would increase membership growth.

Time Fitness unveils plans to open Glasgow centre

By **Tom Walker**

Health club operator Time Fitness is preparing to open a new club in Glasgow, Scotland at the end of March.

The 5,000sq ft (465sq m) club will include 15 resistance stations, 15 pieces of cv equipment, two exercise studios, sauna and steamroom.

The club will be managed on an interim basis by Time Fitness director Josh Bicknell, who said that the company has set a



The club is due to open by April

target of attracting between 600 and 900 members at the new Glasgow facility.

Bicknell said: "The average cost of membership at the club will be £30 per month.

"There will be a strong emphasis on corporate relationships as the site is part of an existing business park and is surrounded by a hospital and university.

"We have taken the site over from a failed health club, so the start up costs have been relatively low outside the installation of new equipment and the initial marketing drive."



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Haslingden boosts capacity with new strength circuit

Rossendale Leisure Trust has invested in a new strength circuit at Haslingden Sports Centre in a move to target new markets.

The trust has completed the installation of an eight-station Hoist Roc-It system from Physique and will be offering circuit sessions at peak times to both attract new customers and to

boost capacity by freeing up other equipment at the fitness facility.

Diane Scott, head of operations sport at Rossendale Leisure Trust, said: "With a membership of more than 1,400 and targets to increase this, we felt the Roc-It circuit could only enhance our member experience."

IN BRIEF

Leicester football scheme underway

▶ Work has started on a £1.35m scheme to provide new football facilities for Aylestone Park Boys Football Club on the site of the former Mary Linwood school in Leicester. The Linwood project forms part of a city-wide £11.2m football investment programme and is one of 11 sites earmarked for improvements by August 2010 under the rolling Leicester City Council-led initiative. Plans include six football pitches, six block changing rooms, a referee changing room, a club room and a sand-based artificial surface for an existing multi-use games area at Samworth Academy.

Talks over Swansea tennis facility future

▶ Swansea Council officials have met with users of Swansea Tennis Centre to discuss the long-term future of the facility, which could be forced to shut due to spending cuts. In February, the council revealed that it was considering closing the venue – which costs £120,000 to run – to help plug a £17m funding shortfall over the coming financial year. However, it is hoped the centre will remain open long enough for users to come up with a business plan to help secure its future.

Canterbury football hub report published

▶ Canterbury City Council has published the results of a study by Capita Symonds exploring the possibility of developing a new football hub. The council has been seeking to find a new home for Canterbury City Football Club since 2002, when a site at Kingsmead was earmarked for development. However, the new report has named Ridlands Farm as the preferred site, while outlining five options costing between £1.36m and £4.48m.

£22m injection for grassroots sports

Sport England and JustGiving to generate an additional £22m over next five years

By **Pete Hayman**

A campaign has been launched by Sport England and JustGiving, which aims to pump an additional £22m into grassroots sports over the next five years.

JustGiving for Sports Clubs will enable clubs across the country to raise more money and claim Gift Aid as part of the scheme, which is being delivered in association with the Central Council of Physical Recreation (CCPR).

Subscription fees worth £180 per year for every Community Amateur Sports Club (CASC) have been dropped by JustGiving to entice more clubs to sign up, while CCPR will work to increase the number of clubs registered for CASC status.



The new initiative hopes to enable clubs to generate more money

Sport England chief executive Jennie Price said: "In this tough economic climate, we need to do everything possible to support the community sports clubs that do so much to get more people playing and enjoying sport."

CCPR chief executive Tim Lamb added: "We hope that this change will not just enable existing clubs to claim Gift Aid more easily but that it will encourage other clubs who have not yet registered as CASCs to join the scheme."

London Assembly launches Olympics legacy probe

By **Pete Hayman**

An investigation into the total costs and funding of the efforts to provide a lasting legacy from the 2012 Olympic Games has been launched by the London Assembly.

It is hoped that the probe, which is also examining London mayor Boris Johnson's decision to hand control of legacy plans to the new Olympic Park Legacy Company (OPLC), will answer three main questions.



The transfer of Olympic land to the OPLC is being probed

Assembly members are seeking to examine the

implications for the London Development Agency (LDA) and the OPLC after the transfer of land to the newly-formed company ran into delays.

Financial implications for the LDA and OPLC, and the level of funding available for future regeneration schemes will also be explored, as well as what legacy will be available with current levels of public cash.

The assembly's budget and performance committee is carrying out the probe.

RFU's FairPlay scheme gets off to a positive start

The Rugby Football Union has announced that it has increased the number of projects operating under its FairPlay initiative to 35, following its launch in January

The scheme is based on a wide range of training schemes around the country and is designed to change the attitudes, enthusiasm and lives of more than 2,400 'at risk' youngsters currently in Pupil Referral Units, meaning that they have been excluded from mainstream education.

The project will deliver 120 intensive eight-week schemes across England, combining both physical rugby training and classroom learning including life, enterprise and financial skills.

New deal moves YES! Project forward

Developer behind new £350m scheme secures agreement with Sheffield Steelers

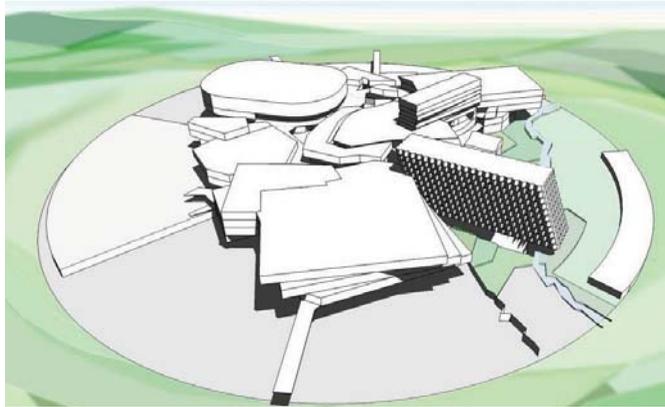
By **Pete Hayman**

Oak Holdings, the developer behind a major multi-million pound leisure scheme in South Yorkshire, has secured a pre-let agreement with the Sheffield Steelers ice hockey team.

The company has agreed heads of terms with the team for a new multi-purpose sports facility as part of the wider 327-acre (132-hectare) development near Rotherham.

Plans for the new sports facility will comprise the first phase of the YES! project, with a temporary ice rink managed through a new joint venture between the Sheffield Steelers and Oak Holdings while the permanent stadium is built.

An application to extend planning permission has also



The £350m development will house a number of leisure activities

been submitted to the local authority, while talks have got underway with hotel groups over future pre-lettings.

According to Oak Holdings chief executive officer Steve Lewis, a "whole raft of circumstances" had prevented the group moving forward with

the scheme, although it is now hoped work can start soon.

The £350m scheme is also set to include a hotel, convention centre and spa, restaurants and extreme sports. Rother Valley Country Park – acquired by Oak Holdings in 2009 – will be incorporated into the project.

Gateshead pool set for overhaul

Gateshead's Dunston Swimming Pool has closed its doors to the public in order to undergo a major refurbishment as part of a wider scheme to improve local leisure facilities.

The complex is set to benefit from a 230sq m (2,476sq ft) gym and two new fitness studios, as well as an upgraded swimming pool, poolside sauna and steamrooms and new sports and pool changing areas.

Due for completion later this year, the Dunston Swimming Pool scheme forms part of Gateshead Council's £29m Building an Active Future programme to overhaul leisure facilities over the next three years.

Old Trafford proposals approved



The historic cricket ground is set to undergo a major renovation

By **Pete Hayman**

Plans for a major multi-million pound revamp of Old Trafford cricket stadium in Manchester have been given the green light by Trafford Council.

Government Office North West will now decide whether to approve the project put forward by the Old Trafford Partnership – comprising Ask Developments, Lancashire County Cricket Club and Tesco.

Plans for the transformation of a 50-acre (20.2-hectare) site include the redevelopment of the cricket ground in order to meet the England and Wales Cricket Board criteria for hosting international matches.

Construction company Morgan Ashurst has already started work on the first stage of the stadium project, which includes a new £12m conference and events suite – The Point – due to open in July.

IN BRIEF

£2m funding package for Scottish golf

► The Scottish Government has made more than £2m available as part of an investment package aimed at golfers of all abilities. sportscotland will invest £1m over the next five years to help support the country's most talented players attempting to make the transition to tour professional standard. More than £1m has been awarded to the Scottish Golf Union and Scottish Ladies Golfing Association to help support the strategic development of the sport, and the Academy programme.

Council approves £7.5m Wolverton pool plans

► Plans for a £7.5m swimming pool on the site of an existing facility in Wolverton, Milton Keynes, have received the green light from councillors. Milton Keynes Council's cabinet backed recommendations to add the Wolverton Community Pool development to its capital programme in July 2010 once funding and detailed designs have been confirmed. A feasibility report drawn up by Archial Architects outlined three potential options, with an £8m complex at Stratford Road and a £7.27m plan to cover and upgrade an existing outdoor pool in the town also considered.

New look for historic Edinburgh boxing club

► One of Scotland's oldest amateur boxing clubs has undergone a £250,000 facelift as part of a wider scheme funded by the Heritage Lottery Fund and Heritage Scotland. Leith Victoria AAC Boxing Club – owned by the City of Edinburgh Council – has benefited from funding as part of the £9m Leith Townscape Heritage Initiative as the second priority building in the area to be refurbished.

IN BRIEF

Cardiff's Pierhead building reopens

► One of Cardiff's most iconic buildings has reopened its doors to the public as an events and visitor attraction, following the completion of a £1.26m revamp. Refurbishment of the Pierhead building was carried out by Penarth-based R and M Williams and has seen a number of multi-use spaces created to host exhibitions. One of the Pierhead's new exhibitions gives visitors the chance to explore the history of Wales, with an audio-visual display of Welsh icons who have made contributions to the country's cultural identity.

Plans unveiled for Welsh dragon landmark

► Plans for the construction of a new 65m (213ft) Welsh dragon landmark on a site between Llangollen and Wrexham, North Wales, have been unveiled by a local entrepreneur. Businessman Simon Wingett is behind the Waking the Dragon project, which is designed to act as a "cultural gateway" to the region and comprises a 25m (82ft) bronze dragon sculpture sitting on top of a 40m (131ft) tower. Surrounded by a landscape of informal pathways and woodland, the scheme also includes a cultural centre comprising an art gallery, a 100-seat café/bar and a 125-seat Mabinogion restaurant.

MP joins bid to save Ambleside museum

► Tim Farron, the Liberal Democrat Member of Parliament for South Lakeland, has urged the government and local authorities to help safeguard the future of a museum in Ambleside, Cumbria. Armit Museum, which houses a collection of works by artist Kurt Schwitters and author Beatrix Potter, requires a £10,000 cash injection by the middle of March in order to remain open.

People's History Museum relaunches

Museum exploring history of working class people receives major £12.5m revamp

By **Pete Hayman**

A museum exploring the role of working-class people in the development of democracy in Britain from the early 18th century to the present day has reopened in Manchester.

Unveiled by health secretary and member of Parliament for Leigh, Andy Burnham, the People's History Museum has benefited from an extensive £12.5m redevelopment.

The new-look attraction boasts 1,384sq m (4,541sq ft) of exhibition space and nearly 1,500 artefacts on display, while a purpose-built community gallery will enable individuals and groups to stage their own exhibitions.

Visitors also have a behind the scenes opportunity to view the only Textile Conservation Studio in the UK, which is dedicated to the preservation



The museum has been expanded and now displays 1,500 artefacts

of banners. The museum's archives include a large collection of artefacts from the Labour and Communist Parties.

Designs for the refurbishment scheme were drawn up by architects Austin-Smith:Lord, while Paul Cleworth Project Management, Wates Construction, Curtins Consulting, Buro Happold and exhibition designer Headland Design

Associates were involved with the delivery.

Consultants True North, disability arts agency Full Circle Arts, digital agency Reading Room and Simon Fenton Partnership also worked on the project, which was handed a £7.18m grant by the Heritage Lottery Fund and £2m from the Northwest Regional Development Agency.

Visitor centre plans for Jodrell

By **Pete Hayman**

Plans have been submitted to Cheshire East Council (CEC) for the creation of a new discovery centre at the University of Manchester's (UM) Jodrell Bank Observatory.

The 'live science' visitor attraction aims to attract thousands of extra visitors to the observatory, showcasing research 'as it happens' and inspiring a future generation of young scientists.

Jodrell Bank's 1,000sq m (10,764sq ft) discover centre will include a Planet Pavilion entrance building, with orientation centre and a café offering views of the Lovell telescope. A Space Pavilion accommodating a multi-purpose



Plans for the centre include a 'Planet Pavilion' entrance

events, exhibition and education space and the landscaping of the site's arboretum to create a Galaxy Maze and a Space Garden are also proposed.

Designs for the scheme have been drawn up by architects Feilden Clegg Bradley Studios, while Capita Symonds has been appointed project manager.

Conan Doyle plans criticised

Campaigners fighting to save the former home of author Sir Arthur Conan Doyle have called on the local authority to reject plans for a residential development on the site.

Waverley Borough Council will decide whether to award planning permission for the construction of three separate dwellings on the site of the Undershaw property in Hindhead, Surrey.

Conan Doyle, the creator of Sherlock Holmes, lived at the house during the time he wrote *The Hound of the Baskervilles*.

Campaigners fighting to stop the residential development have put forward alternative plans to develop the house as a visitor attraction.

Heritage tourism 'worth £21bn'

New research by Oxford Economics reveals tourists' expenditure habits

By **Pete Hayman**

New research commissioned by the Heritage Lottery Fund (HLF) has revealed that the heritage tourism industry contributes nearly £21bn towards the UK economy.

According to the Oxford Economics study, the sector is worth more to the UK in terms of gross domestic product than the advertising, car manufacturing or film industries. Commissioned in 2009, the HLF research explored how tourism visits and spending are driven by heritage and looked at a random sample of 62 schemes completed between 2004 and 2007.

Among the key findings is that more than 10 million holiday trips are taken by overseas visitors to the UK each year, with 40 per cent citing heritage as a primary reason for visiting the country. The research found that heritage tourism is a £12.4bn a year industry, including the



40 per cent of inbound visitors to the UK cited heritage as a primary reason to travel

broader expenditure driven by a desire to visit heritage attractions, such as local restaurants and hotels.

Investing in success: Heritage and the UK tourism economy has also revealed that heritage tourism supports 195,000 jobs.

Airline losses set to be 'less than predicted'



Demand decreased by 2.9 per cent in 2009

By **Pete Hayman**

The International Air Transport Association has reduced its 2010 loss forecast by half after it was reported that the sector was recovering quicker than anticipated.

An upturn in passenger demand seen by year-end gains continuing into 2010 has helped the association, which represents 230 carriers, to halve predicted losses to US\$2.8bn (£1.8bn, €2bn).

Demand, which decreased by 2.9 per cent during 2009, is now poised to increase by 5.6 per cent this year.

Council backing for Bristol Airport development

Bristol International Airport's multi-million pound expansion plans have moved forward after the local authority recommended the scheme for approval.

North Somerset Council's South Area Committee considered the airport's application on 3 March, which will now go before the main planning and regulatory committee for a final decision.

Plans include expanding the terminal building by 6,700sq m (72,118sq ft) to the east and 3,600sq m (38,750sq ft) to the west in a bid to double the available floor area. New walkways, bridges and car parks are also included.

The development proposals will have to be referred to the government due to its impact on green belt land.

Taking Tourism Seriously

Politicians are starting to recognise the sector's value



KURT JANSON is policy director for Tourism Alliance

Say it in hushed voices but, just maybe, politicians are starting to take tourism seriously. On 12 March, I was up in Blackpool to hear George Osborne give a speech on tourism and announce a number of policies that the Conservatives would bring in if they are in power after 6 May. When was the last time a chancellor or shadow chancellor gave a speech on tourism?

The speech contained specific, meaningful, tourism pledges. These included ensuring that self-catering cottages are non impacted by the government's repeal of the Furnished Holiday Letting Rules and establishing a public/private sector fund for promoting the UK in connection with the 2012 Olympics. At the Tourism Alliance Parliamentary Reception the following Monday, the shadow tourism minister Tobias Ellwood announced a further range of policies, including that the Conservatives would have a dedicated tourism minister and the implementation of a Schengen bolt-on visa to make it more viable for European tours from countries such as China to include the UK on itineraries.

In response, tourism minister Margaret Hodge announced (at the same event) that the government was to trial visa applications that could be completed in Chinese and that all three parties had agreed to take forward the issue of daylight saving (putting the clocks forward an hour in winter). So maybe tourism's time of being taken seriously as one of the country's biggest industries is at hand.

Sustainability – challenge or opportunity?

We are better placed than many by being able to demonstrate our commitment to CSR

Despite much discussion in recent years, confusion and dilemma continue to exist within the hospitality industry in relation to sustainability. One problem, of course, is the lack of an acknowledged and universal definition of what is meant by 'sustainable'. As a result, businesses often adopt what they believe to be correct initiatives, but very rarely are these connected to the overall business goals of the organisation.

Ten years ago the term 'environment' had a limited definition in the minds of most people. Today the word has far greater meaning, with it being used to describe various aspects related to climate change, pollution, sustainable tourism, food procurement, waste management and use of resources. Most importantly, environmental considerations have now moved into the mainstream of social and political debate.

These concerns have brought our industry into sharp focus, for it is both customer and provider of the environment. The big question is how to manage our environmental impact as demand grows against a backdrop of increasing vulnerability. As society becomes more conditioned to its environmental impact, and terms such as 'carbon footprint' become more widely used and understood, our industry will be subjected to even greater levels of scrutiny to ensure that we are acting in an environmentally sound fashion. A number of industry companies are already recognising the need to be a 'good neighbour' by investing in low-carbon building materials and energy-recovery plants, as well as implementing practical waste management policies. While the initial investment may be greater, many see a better long term return for their shareholders through reduced costs, and improved sales derived from customer loyalty based on a strong environmental 'brand'.

At a time when Corporate Social Responsibility (CSR) has become an integral aspect of business strategy in many areas of the economy, no sector is immune from the same drivers of this philosophy. We are, however, better placed than many by being able to demonstrate our commitment to CSR through adopting visible environmentally-conscious modes of operation. Not only will these actions make businesses more attractive to customers, but a more careful and efficient use of resources at our disposal will lead to reduced costs, thereby improving profitability.



PHILIPPE ROSSITER is CEO of the Institute of Hospitality (IoH). Leisure Opportunities is a member benefit of the IoH, for your free copy call 01462 471932



Hoteliers in the capital could see further growth in 2010 and 2011

London hotels continue recovery

PwC research shows capital's resilience to downturn

By Tom Walker

Further evidence has been revealed to suggest that London hotels are recovering quicker from the recession than hotels outside the capital. ...A report on the UK's hospitality industry, published by PricewaterhouseCoopers (PwC), shows that hotels in London have recorded five consecutive months of occupancy growth to January 2010, with occupancy in the final quarter of 2009 reaching 82.5 per cent.

Over the course of 2010, PwC predicts that on average, hotel

operators in London should see RevPAR increase by 5.8 per cent with a further 7.8 per cent growth in 2011.

Robert Milburn, PwC's director for UK hospitality and leisure, added that the growth spurt should provide hoteliers with sufficient volume to push up room rates by around 3.5 per cent this year, to give an average rate of nearly £120.

He said: "Visibility is limited but reports of higher levels of transient visitors, more group conference bookings and a return of the business traveller (albeit slow) are all positive."

Sector reaches 10-year M&A low

KPMG has revealed that the number of merger and acquisition (M&A) deals reached a new 10-year low during 2009 as the recession had a sharp impact on the hotel sector.

Richard Hathaway, head of travel, leisure and tourism at the business advisory firm, said that operators and investors are still being affected by challenges in finding available finance.

Hathaway said: "Prospective investors will need to develop creative deals that work for them, the banks and other lenders, if they are to entice them in to undertaking deals now."

According to a recent study, some of the world's leading hotel operators are expecting to need US\$70bn (£46.2bn) of refinancing over the next five years; US\$12bn (£7.9bn) this year alone.



BUSINESS OPPORTUNITY ON LOWESTOFT BLUE FLAG SEAFRONT

Expressions of interest in writing are now invited from suitable entrepreneurs interested in the lease of the East Point Pavilion, Royal Green, Lowestoft



The facility presently contains a restaurant, children's play area and a tourist information centre.

It is proposed that the whole of the Pavilion will be leased for commercial operation. The lease term is likely to be for a minimum of 20 years. The Council intends to lease back an area of the Pavilion for use as a tourist information centre for a minimum of 15 years. The restaurant area is subject to a separate lease which expires late 2010. It is anticipated that the lease will commence asap.

The operation of the pavilion will have to be in line with the obligations entered into when the Council obtained external funding in respect of the pavilion. Completion of any lease and invitation to offer will be subject to various matters including quality thresholds, suitable experience of operations, financial standing and the like. Full detailed documentation will be provided following the closing date to enable offers to be made.

Expressions of interest must be received by 16th April 2010 to Tony Rudd of NPS Property Consultants Ltd, Town Hall, High Street, Lowestoft NR32 1HS. (01502 532356)

Please provide full contact details and quote reference EPP/TR.

Putting the Community First



London Borough of Barnet

The Compton Centre (London N12) and Grahame Park All-Weather Pitch (London NW9) Market evaluation exercise

The London Borough of Barnet is considering options for the development of the Compton Centre (London N12) and Grahame Park All-Weather Pitch (London NW9). We are looking for an operating model that unlocks the commercial potential of the two sites, while maintaining school use in term time and significant community benefits. It is envisaged that this will require a commitment to invest in the site in order to improve the quality, range and usage of the facilities in return for a long term property interest and a concession contract, allowing the operator to benefit from revenues generated by the new facilities.

The Compton Centre is a dual-use sports centre, comprising an 11-a-side, floodlit, all-weather pitch which must be replaced as part of the contract; a three-court sports hall; a small fitness room; reception / office / first aid room and parking. The site includes unused land and has potential for development as a multi-sport site. The Grahame Park site comprises an 8-a-side, 3G, floodlit pitch and changing facilities with parking.

Participants in the market evaluation should have relevant experience in leisure operations; be able to invest in the sites; and be comfortable working within a strong public sector and community ethos. You will be asked to submit an outline business plan for discussion on a confidential basis with the Council.

If you are interested in taking part, please contact Julian Mauger immediately for more details (by 16 April 2010, latest) at Commercial Directorate, London Borough of Barnet, North London Business Park (Building 2), Oakleigh Road South, London N11 1NP, telephone: 020 8359 7026, e-mail julian.mauger@barnet.gov.uk.

www.barnet.gov.uk



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TENDER OPPORTUNITY

The London Borough of Sutton (Sutton Council) is seeking expressions of interest from suitably qualified and innovative organisations for the management, generation and collection of income and providing a balanced programme of activities of their four Leisure Centres (Westcroft, Cheam, Phoenix and Sutton Arena).

The Contract shall be for a maximum period of fifteen years commencing 1st January 2011.

Sutton Council currently contracts with a diverse group of voluntary, statutory and private sector providers and encourages a range of organisations to apply for this provision.

A pre-qualification questionnaire will be sent to you on receipt of your expression of interest which the Council shall evaluate to identify the shortlisted suppliers to be invited to tender.

Please email sarah.groom@sutton.gov.uk to express your interest and request a pre-qualification questionnaire.

It is the opinion of the London Borough of Sutton that TUPE shall apply to this Contract.

The Council shall not be bound to accept the lowest or any tender. The award of contract shall be based on the most economically advantageous tender submitted.

Deadline for expressions of interest and submission of a completed pre-qualification questionnaire is 12.00 noon on Wednesday, 28th April 2010.



leisure property news

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IN BRIEF

Study backs Craigavon leisure centre plans

► A study into the future of leisure provision in Craigavon, Northern Ireland, has backed the development of a new leisure centre to replace the local council's three existing facilities. Craigavon Borough Council commissioned consultants Mace Group to carry out the report, which has recommended a new-build facility at the South Lake site as its preferred option.

Funding to kick-start Salford project

► Plans for the redevelopment of Salford's Chapel Street area have received a boost after the Northwest Regional Development Agency agreed to invest nearly £10.8m to kick-start the scheme. NWDA's investment will enable public infrastructure work to be carried out in order for the mixed-use development to move forward, which will eventually generate more than £650m in private investment. The first phase of work, which is now set to get underway and is scheduled to be completed in the autumn, includes a range of junction improvements and highway reconfiguration work to direct traffic away from the area.

Wakefield pool plans set to be submitted

► Wakefield Council has confirmed it is poised to submit plans for the development of the city's new multi-million pound swimming pool in late March or early April. Located at the Sun Lane site in the heart of Wakefield, the project is expected to cost between £10-11m and is set to boast an eight-lane, 25m swimming pool.

Nottingham centre plans submitted

The old Victoria Leisure Centre revamp will form part of £32m regeneration plans

By **Pete Hayman**

Nottingham City Council (NCC) has lodged plans for the £9m development of the city's new Victoria Leisure Centre, which will be built on the site of the existing facility.

Designs for the complex have been drawn up by London-based architects Levitate and form part of a wider £32m council-led programme to upgrade leisure provision across Nottingham.

The existing Victoria Leisure Centre is due to close on 1 April to make way for the new centre, which is the second new-build facility to be developed in the city after the Djanogly Community Leisure Centre – set to open in April.

Plans for the new Victoria Leisure Centre boast a six-lane,



The £9m complex will be built on the site of the existing facility

25m swimming pool with separate children's pool and fun splash play area, a new café and retail space and fitness and health suites.

The proposed new centre has also been designed to complement efforts to revitalise the Sneinton Square area, which aims to improve links between

Nottingham city centre and surrounding neighbourhoods.

NCC portfolio holder for communities, leisure and culture, Dave Trimble, said: "The leisure centre is playing a key part in re-shaping this part of the city, and we are ensuring that our proposals complement the Sneinton Square plans."

BAM to deliver Bluewater venue

BAM Construction has been appointed by property company Lend Lease to build a new £60m events and exhibition venue at Bluewater Shopping Centre at Greenhithe, Kent.

The 55,000sq ft (5,110sq m) Bluewater Events Venue – set to host its first events in late 2011 – has been designed by London-based Denton Corker Marshall.

The complex will be centred around a purpose-built, 32,000sq ft (2,973sq m) main plaza.

Rose Bowl challenge thrown out

By **Pete Hayman**

An application for a judicial review into Eastleigh Borough Council's (EBC) decision to contribute £32m towards the redevelopment of the Rose Bowl cricket ground has been dismissed. A High Court judge rejected the legal challenge brought against the council by three hotel operators, which submitted notice to serve the review in November 2009.

EBC announced last month that it "acted properly within the law" in its decision to purchase land and invest in the construction of a new 175-bed-room hotel as part of the



The stadium is being revamped

scheme near Southampton. EBC leader Keith House said: "We've never wanted to be in conflict with the local hoteliers and we are aware of their concerns. Our aim is to work with them to ensure they also benefit from the new stadium."

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LPF: The London Eye and Merlin

10 years of the London Eye and the influence of Merlin
on the London attraction market and the Olympics.

An early evening LPF seminar, tour and demonstration to be held at:
The Theatre in the SEA LIFE London Aquarium, Westminster Bridge Rd,
London SE1 7PB on Tuesday 20th April 2010

CONTENT:

An early evening seminar which includes a tour of the SEA LIFE London Aquarium, a 4D show of the London Eye and a flight on the London Eye with wine and canapes. The seminar itself will cover a history of the London Eye and an analysis of its financials, its performance and the related property issues of the attraction. There'll be a review of the London market - what is working and what is not and how Merlin are keeping Tussauds, The London Dungeon and its other attractions fresh and relevant for tomorrow's visitors. The seminar will conclude with an assessment of what are the real opportunities for Visitor Attractions during the 2012 Olympics.

SPEAKER:

David Sharpe, Director for London Midway Attractions, Merlin Entertainments David is arguably the most experienced operator of visitor attractions in London. After 25 years in the hotel industry he joined The London Eye Group at its inception, being brought in by BA to head operations prior to opening in 1999.

PROGRAMME

6.00pm Registration 8.30pm Finish

Fee: £45.00 + VAT LPF members
£55.00 + VAT member guests
£90.00 + VAT non members



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Making the grade

Obtaining a university qualification is one battle – putting it to effective use to follow your dreams is another. *Pete Hayman* investigates how you can use your degree to ensure you follow the career path you want

As you approach the end of your course of study at one of the many higher education institutes (HEI) across the UK, it is only natural to have feelings of anticipation and excitement for the future. Similarly, there will probably be a mood of slight disappointment that comes with having to leave the student life behind - we've all been there.

To make the transition easier, let's first sweep aside the bad news - in recent years, there has been an increase in the number of young people obtaining a degree qualifica-

tion. Between 2006-07 and 2007-08, the number of first degree graduates jumped by 5 per cent according to the Higher Education Statistics Agency. More graduates means more competition for jobs.

But don't focus on that – take comfort in the the good news that there are plenty of options available to help push you towards the front of the queue when it comes to getting your foot on the first rung of the leisure career ladder. The path you choose to follow will depend on your desire, inclination and, perhaps also, circumstance; the bottom

line being that nothing need stand in your way to fulfil your career aspirations.

University challenges

By now, your HEI may have already made you aware of the postgraduate courses on offer when you have completed your degree qualification. Moving into further studies can help to provide additional skills in the particular discipline you are looking to pursue. Funding postgraduate study can appear to be a barrier, but the short-term burden of taking on more debt before

“The bottom line being that nothing need stand in your way to fulfil your career aspirations”



you've even started negotiating your undergraduate deficit can prove to be beneficial over the longer term.

The University of Stirling – Scotland's university for sporting excellence – offers an MSc in both sports management and sports coaching to enable candidates interested in entering the sport sector to significantly enhance their prospects. Paul Dimeo, director of taught postgraduate programmes at the university's department of sports studies, explains how the courses have been shaped to provide maximum benefits.

"Our MSc in sports coaching is designed to integrate with the UK Coaching Certificate scheme at Level 4. There are opportunities to work with sports organisations, such as professional clubs, national governing bodies, ▶



CASE STUDY: Hannah Cockerill



**Where do you work?
What is your position?**

I am currently on the Forestry Commission's Graduate Development Programme, which involves

undertaking placements in the various parts of their business, at different locations around the UK. So far I have been based in south west Scotland, the west Midlands, and south Wales. My current position is with Forestry Commission Wales in the National Forest Estate Windfarm Programme team, which is in the planning phase with developers from the private sector for six windfarm developments across Wales. As part of my placement, I have been involved in developing a new strategic policy for the website, mapping the key stakeholders affected by the developments across Wales, reviewing a planning application, and managing a project to deliver more office accommodation to the expanding Windfarm Programme team.

What university/higher education course did you take and where?

I obtained a first class honours degree in History from Leicester University.

Did you enter the leisure industry directly from university or did you undertake a post-grad course or any other course?

I joined the Forestry Commission directly from university.

How did you find your first job?

During my third year at university, I extensively researched work experience and graduate opportunities. I knew I wanted to work in the public sector, so I focused on finding opportunities in that area. This research basically involved a lot of 'Googling' and I eventually stumbled across the Forestry Commission's website, where they were advertising the GDP. It offered the chance to contribute to an important mission, to protect and enhance Great Britain's woodlands, and amazing job variety and travel opportunities. It sounded like too good an opportunity to miss, so I applied for that year's intake.

Was it easy to find a job?

Finding job opportunities was relatively easy, there were so many companies looking to employ university graduates, not like now where everyone is cutting back. The tough part was getting a job offer, as there was obviously steep competition from hundreds of other applicants.

What would you do differently if given the opportunity?

Applying for jobs during my third year at university was quite stressful, on top of exams, essays and dissertation work, so I think if I was in that position again I would wait until I had finished university and then spend the summer applying for graduate positions. Then again, it was excellent knowing I had a job sorted at graduation, and that I had the summer to relax, with a job organised to start in September. I guess it's all down to the individual!

What does your day-to-day role include?

My day-to-day role has a lot of variety due to the nature of the GDP, and it changes with every placement. During my placement in Galloway Forest District in Scotland, I managed a standing sale harvesting site, managed a recreation project which involved the leasing of four buildings within Galloway Forest Park for tourism purposes, and wrote an implementation plan for the District's local and strategic policies! In contrast, my placement in the west Midlands involved undertaking conditional felling licence inspections, refreshing the Regional Forestry Framework and evaluating the success of the Health Woodland Improvement Grant and the JIGSAW grant. And now I am currently working with windfarms!

What are your future ambitions?

I think my immediate ambition is to take that next step within the Forestry Commission, and obtain a managerial position in an area of particular interest to me, such as recreation and communities. After that, my ambition is to just keep progressing my career, taking those upward steps, and perhaps, one day, managing a particular region or district. My own little empire!

What career advice would you have for last-year students/graduates looking to get into the industry?

My advice would be to get as much work experience as you can wherever you can, as the range of your work experience will help to single you out from the crowd of hopeful applicants. Also, you should apply for as many jobs as possible and go to as many assessment centres and job interviews as you can, as it really does help you get to know the format and provide you with experience in completing the tests and answering common interview questions.

CASE STUDY: Gavin Smith



What university/higher education course did you take and where?

I went to the University of Gloucestershire – Bsc sport and exercise science.

Did you enter the leisure industry directly from university or did you undertake a post-grad course or any other course?

Direct to Premier Training to do a diploma in personal training and sports massage.

Where do you work? What is your position?

I am currently working for Steiner Leisure as a fitness instructor.

What does your day-to-day role include?

My current role includes studying everyday to prepare myself for working on a cruise ship. When I am on a ship a typical day will include running classes (yoga, pilates, spinning, tai chi), personal training, seminars, consultations, being in control of the gym and being responsible for hitting targets.

What attracted you to the leisure industry?

I wanted to do a job that I enjoyed and be surrounded by like minded people.

What attracted you to this sector?

I wanted to be personal trainer before university, because I loved being in the gym. Also to have a job where you can help people, work for yourself and earn good cash.

How well do you think your university course prepared you for your career?

It has been the backbone to my success so far! It gave me knowledge and recognition that was priceless and helped me be at the top of the list and get all the jobs I wanted.

How does working in the leisure industry compare to your expectations?

Its tough if you don't apply yourself and be proactive, especially as a freelance PT. But as I have found with Steiner there are so many amazing fitness jobs out there

What career advice would you have for last-year students/graduates looking to get into the industry?

Go do a personal training course. The knowledge you get at university is amazing but you don't get taught how to apply it and make money from it. I was going to the gym for years before university, so I thought "I know what I am doing" when it came to helping people reach their goals. I was wrong. There are so many components of instructing and tricks of the trade they teach you that will ultimately affect how you do.



Attractions operator Merlin offers a popular graduate management scheme

► local authorities and the major sports development agencies. Coaching students are expected to apply their learning to ongoing involvement with athletes and teams. Management students have the chance to work with external organisations on research projects and placements."

Places on most postgraduate courses will be hotly contested, but the incentive is there to prove your worth and push hard with an application. Dimeo adds that students benefit from being part of a smaller class and receiving extra contact time with staff.

Training to gain

If postgraduate study does not seem like the right option for you, then you can consider the alternative options depending on what part of the sector you are looking to enter. Would-be fitness instructors and personal trainers can take advantage of tailor-made schemes offered by training providers, including two new programmes aimed at students and graduates due to be launched by training company Lifetime in June.

Lifetime's Fastrack Fitness Instructor and Student Fastrack Exercise to Music Instructor courses have been developed to build on the theoretical skills you will have learned as part of your degree qualification by providing the necessary hands-on experience that is a crucial element when looking to enter the health and fitness sector. Successful completion of the programme(s) comes with a Level

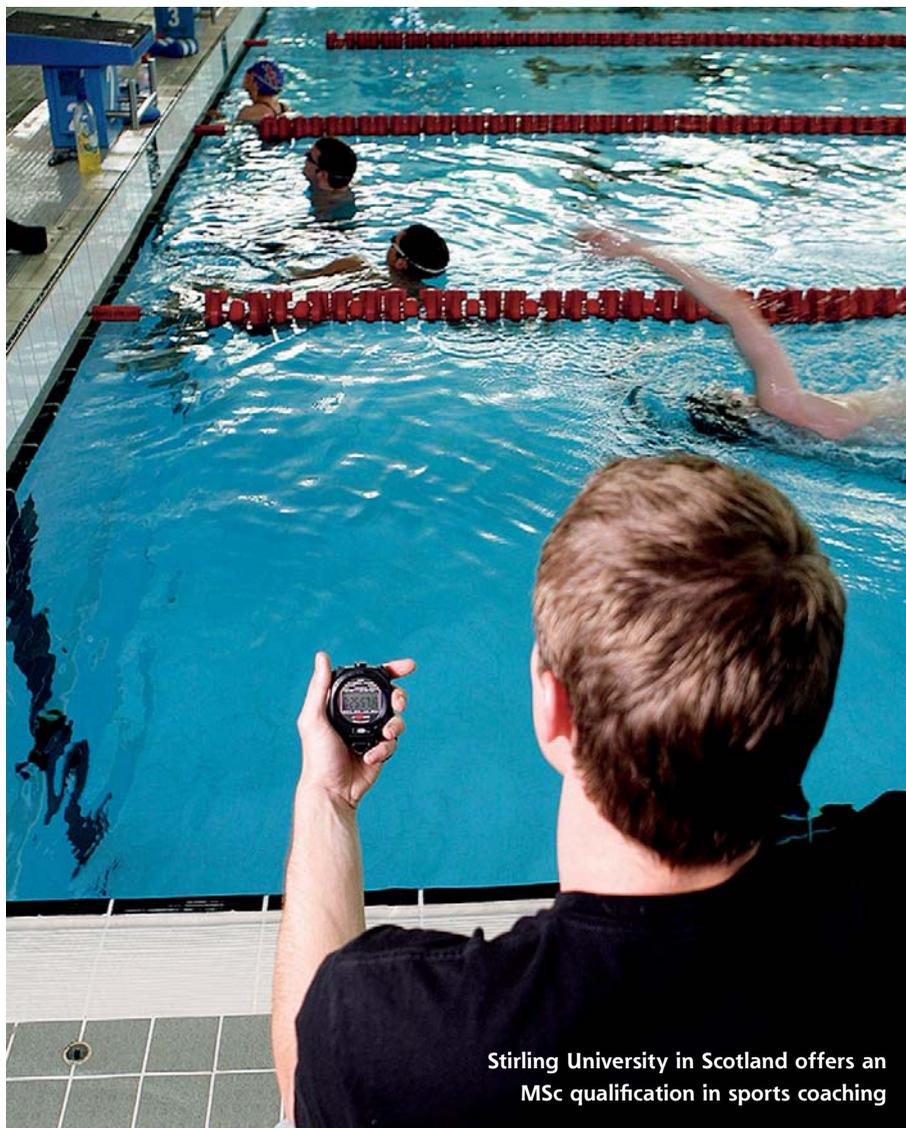


2 qualification to add to your degree – an attractive prospect to any potential employer.

At your leisure

Leisure facilities operator Parkwood Leisure runs a graduate scheme that seeks to attract "management and technical leaders" covering a wide range of opportunities. While predominantly responsible for the running of public sector-owned venues, the group has a vast portfolio and individuals can take control of their own future as part of its graduate scheme.

"Candidates can learn an in depth knowledge of the industry, the market place and management skills," explains the group's HR director Alan Tucker. "Although the graduate scheme gives a good launch pad, we will work with the individuals, mentoring and providing opportunities as their careers progress. All areas of our service have become more technical over the years.



Stirling University in Scotland offers an MSc qualification in sports coaching

Degrees are often pre-requisites for in-house courses and are highly sought after

"PFI/PPP facilities, customer and client requirements can be complex. Although not a necessity, academic qualifications of a high standard are extremely helpful."

Get yourself attracted

While not always the case, degrees are often pre-requisites for in-house courses across the leisure industry, and are highly sought after. Gayle Catt, graduate manager at Merlin Entertainments Group, said that the company received more than 700 applications in the UK alone for its next intake in September 2010. Globally, Merlin looks to take on up to 12 applicants.

The group is one of the world's largest attractions operators – it runs the London Eye, Sea Life Centres and Legoland to name

but a few divisions of the group. While it's too late to sign up to the 2010 intake, Catt confirmed that pre-registration for the 2011 Merlin Graduate Programme will open in November and provides a two-year training scheme that provides six-month placements in roles across the business.

"The ultimate aim of the programme is to develop our managers of the future," says Catt. "In four-to-five years, these graduates will be part of the senior leadership team at an attraction, or perhaps even running their own attraction."

With such a diverse portfolio of attractions and the ability to specialise in the second-year of the scheme, Merlin provides a great opportunity for those looking to enter the attractions industry. And if you are successful ➔

CASE STUDY: Phil Johnson



Where do you work?

What is your position?

I am project co-ordinator for Merlin's Magic Wand, the group's charity aimed at delivering memorable

experiences and days out for children who are seriously ill, disabled or disadvantaged.

What University/higher education course did you take and where?

I studied BA(Hons) management studies at University of Leicester between 2005-2008

Did you enter the leisure industry directly from university or did you undertake a post-grad course or any other course?

After graduating, I spent three months with consultancy firm EC Harris on an internship then six months working for Alliance and Leicester in their mortgages department.

How did you find your first job?

I found the position at EC Harris by going direct to the company. I was made aware of Merlin's Graduate Scheme by one of the updates I received from Milkround.com.

Was it easy to find a job?

No. The thing I found most difficult was that, as a recent graduate, my work experience was limited. Therefore most jobs I was applying for I was competing against people with more than five years work experience.

What would you do differently if given the opportunity?

I would have found some relevant experience in the leisure industry during university breaks and prior to applying for jobs.

What are your future ambitions?

I would like to make the most of the opportunities given to me by Merlin's Graduate Scheme. Longer term, I would like to work as a senior operations manager at a Midway attraction and progress to general manager within five years.

What advice would you have for students/graduates looking to get into the industry?

I would advise anyone looking to get into the industry to research what seasonal work, during semester breaks, is available as any relevant experience will prove invaluable. For example, phoning individual attractions to enquire about fixed term contracts during busy periods. It is also about differentiating yourself from others with an undergraduate degree – emphasising any society work, responsibilities during seasonal work etc – making yourself stand out.

CASE STUDY: Michael Wakely**Where do you work?****What is your position?**

I am centre manager for Parkwood Leisure at both Kennet Leisure Centre and Theale Green

Recreation Centre, west Berkshire

What university/higher education course did you take and where?

BSc mathematics, statistics and operational research and then MSc in sport and health sciences – both at Exeter University.

Did you enter the leisure industry directly from university or did you undertake a post-grad course or any other course?

I completed my postgraduate MSc in sport and health sciences graduating in the January before continuing to be involved in the leisure industry until the commencement of the graduate course.

How did you find your first job?

Company advert through the university.

Was it easy to find a job?

Not easy at first. I had to explore various avenues to discover how to find about the jobs that were available to me. As I worked on improving my qualifications and skillset, more opportunities opened up for me.

What would you do differently if given the opportunity?

I would have started looking at job opportunities earlier on during my time in higher education and spoken directly with companies in order to find out what skills and experience I needed to progress in my career, to accompany my qualifications.

What does your day-to-day role include?

I am responsible for the operation and management of two leisure centres and the staff that work at them. I monitor the financial performance of the site and am responsible for site expenditure on a day-to-day basis to ensure that the sites meet their budgetary targets. I work and communicate with the local council and schools to maintain relationships and I review and ensure that the company procedures are put in place for each site to operate efficiently, while ensuring the health and safety of all users.

What are your future ambitions?

I would like to continue progressing within the leisure industry, ultimately being responsible for even larger facilities, and be responsible for giving people the opportunity to develop and get involved in leisure.

**The Forestry Commission offers a set of graduate development programmes**

▶ with your application to the programme, an internal management vacancy may await you on completion of the programme and could attract a starting wage up to £30,000.

Open doors to the outdoors

Elsewhere, the lure of the great outdoors could mean that the Forestry Commission's own graduate development programme is something you may want to consider. Far removed from the idea that public sector equals stuffy Whitehall suits, the government agency responsible for protecting the UK's forests and woodlands offers a number of far-reaching opportunities for those who have the inclination.

According to Liz Morrison of the Forestry Commission, graduates participating in the development programme are handed a permanent position with the opportunity to apply for a promoted post upon completion. And if promotion is still not forthcoming within eight months of completing the programme, an operational manager post will be found.

"The Forestry Commission's graduate development programme gives entrants a breadth of understanding of the business and develops their knowledge of forestry and people management skills. They are also expected to learn how research and write policy, and to project manage," explains Morrison.

You're not alone

To ensure you make the right choices, follow your instincts but also consult with careers



advisors at your university. They may not have all the answers you're looking for, but they will help point you in the right direction and ensure you're not left to make uninformed choices. The Institute of Travel and Tourism, the Institute of Hospitality and Museums Association can help you, as will sector skills councils such as SkillsActive and various National Skills Academies where appropriate.

With more people now going to university, it is useful to view your degree more as a stepping stone rather than the end of your educational process. It is not so much the beginning of the end, more the end of the beginning, and throughout your career, you will always keep learning and progressing. Above all else, you're about to cross a threshold into the most exciting stage of your life and it has the potential to be whatever you want it to. ●

Look out for our special Lecturer Issue on 20 April 2010. Sign up at: www.leisureopportunities.co.uk/lecturerissue

CASE STUDY: Vicki Oldfield**What university/higher education course did you take and where?**

I got a 2:1 in BSc sport and exercise science from Loughborough University.

Did you enter the leisure industry directly from university or did you undertake a post-grad course or any other course?

I first found the link to the Greenwich Leisure (GLL) website and Graduate Trainee Managers scheme through the *Leisure Opportunities* website. On the *Leisure Opportunities* and GLL websites, there was all the information I needed and so decided to apply for a position.

Where do you work? What is your position?

I am nearing the end of the two-year graduate scheme, and I am undertaking the role of duty manager at the Waterfront Leisure Centre. This is a challenging placement due to the building being very large and busy. We currently have approximately 4,500 pre-paid members and 15,000 pay and play members – so, as you can imagine every day brings new experiences. We are a flagship centre and the closest to the company's head office in Woolwich, south London.

What attracted you to the leisure industry?

The best part of being a duty manager is knowing that you make a difference to the customer's experience, as well as the staff who are working on your shift. If you are organised and knowledgeable of your centre, you can ensure that the equipment has been set up and is ready in a clean studio at the start of the exercise class. You can make sure that your staff are completing their tasks as necessary but enjoying being at work with friends.

The best aspect of being a Graduate Trainee Manager is the fact that you get placed around different centres and get to experience the different roles which you will hopefully manage in the near future. As a trainee manager you will be exposed to many styles of management and types of clientele across London. This will widen your own experiences of people management as well as providing the opportunity to observe how other people operate under different situations. It is an intense scheme where you will learn a lot about the industry (and a lot about yourself as well) in a short space of time.

You will collect the relevant qualifications along the way and before you know it, it will be time to manage your own team.



If you have the drive to succeed, then this will be definitely noticed

What attracted you to this particular sector?

Coming from Loughborough University and having studied sport and exercise science, it will be quite apparent that I have always had a keen interest in sport. After my degree, I naturally looked into the leisure industry as it was important to me that I had a career in which I had a passion and strong interest.

How easy was it to find a job?

The fact that GLL is a not-for-profit social enterprise, actually came second in line in importance when choosing my career path. However, after finding out about this aspect of the organisation, and experiencing its effects first hand, it has added further value to my already very positive attitudes towards GLL and our aims.

How well do you think your university course prepared you for a career in leisure?

GLL's Graduate Trainee Manager scheme is a highly reputable programme. The company offers successful applicants further qualifications, training, experience and great career prospects. Therefore, it is heavily applied for by graduates across the country and it is challenging to get a place on the programme. However, if you have the drive to succeed, and are the right person for the job, then this will definitely be noticed.

How well do you think your university course prepared you for your career?

My time at university prepared me as much as possible for a career in leisure. However, I do feel this is somewhat limited due to the vast difference in student lifestyle compared to that of actually working as a professional in a large London based leisure organisation. The best way to prepare for a career in leisure is to just get involved in working in the industry. This can be part time, whilst completing studies or going straight into it after your studies. I actually specialised in physiology during my degree, however I did complete compulsory business management modules as well.

What advice would you have for last-year students/graduates looking to for a similar career as yours?

If you are looking to get into the industry then it is an advantage to have some experience. This will show you have some basic knowledge of some roles within the industry and that you are keen to expand on this after having a taster of it already. I had worked in catering and my experience was in waitressing rather than sport and fitness. You will have to be up to date with your knowledge on the company you are applying to, they will want to know what you know about them.

PEOPLE NEWS

- Michael Indursky is to become president of Steiner Leisure Limited's recently acquired Bliss World Holdings, Inc (Bliss). He will be responsible for the worldwide operations of both the Bliss and Remède brands. Indursky's most recent position prior to joining Bliss was as the chief marketing and strategic officer of Burt's Bees, Inc, a manufacturer of natural personal care products. He has also held leadership roles with both L'oreal USA and Unilever Cosmetics.
- Hospitality operator Whitbread has announced that easyJet chief executive Andy Harrison has been appointed to lead the company when Alan Parker retires later this year. Harrison will join the group – operator of the Costa Coffee and Premier Inn chains – as chief executive designate on 1 September in order to succeed Parker, who will step down on 25 November.
- Drayton Manor theme park in Staffordshire has appointed a new park operations manager. David Bromilow, who began his career at Blackpool Pleasure Beach before working for Magic Harbour theme park in Myrtle Beach, South Carolina, US and then as a consultant, most recently worked for insurance company SLE Worldwide as risk control manager.
- ABode Chester has appointed its management team. A seven-strong team will be responsible for the day-to-day running of the 80-bedroom hotel and includes general manager Faye Kelly; finance controller Neil Parker; front of house manager Elle Britton; and night manager Matthew Orr. The team is completed by Matthew Courtneidge (events manager); Stephanie Morgan (reception manager); and Moira Smith (head housekeeper).

LEISURE LADDER

Pocket PT

The online training system provides personal fitness programmes, progress tracking, exercise instructions and advice on nutrition through downloadable videos

DAN NEWMAN
director**How did you get to this point in your career?**

I was a martial artist and was intent on becoming a personal trainer. I worked for Fitness First as a sales manager and recognised the value of the experience of being a gym manager. I took the opportunities that were presented to me and ran my own health club P&L as a general manager for a year before returning to be a freelance personal trainer. We built the Pocket PT system while I was personal training and took it to investors.

What is your day to day role?

I steer the Pocket PT product in relation to the fitness industry

and our three client groups - clubs, trainers and site members/clients.

What has been the high point of your career so far?

My current role. The fitness industry has been light years behind in its use of media and new technology. It has the brands and the channels but has not escaped the limited demographic of those not intimidated by exercising in a health club. I'm proud, as a fitness professional and business person, to be involved with driving change of that scale through an industry.

How would you describe yourself?

I would say I am positive, determined and analytical.

How would your critics describe you?

Perfectionist, control freak, optimistic and passionate.

Any advice for up and coming management?

It's about three things – your financial track record, your people skills and going the extra mile.

BEN WATERS
network co-ordinator**How did you get to this point in your career?**

In a very roundabout way indeed! I started out as an actor in various film, stage and television productions and fitness was just a hobby. It wasn't until I started to train as a stunt performer that I decided to do a YMCAfit course and get qualified to train people.

What is your day to day role?

My day to day role varies quite a bit but mostly training and supporting the PTs on the system, showing them how to set up their profiles and using the low admin features on the site to get the most out of the

time they put into Pocket PT.

What are the advantages of working in the leisure sector?

There are some fantastic individuals out there with their clients' welfare in the forefront of their minds. When you have a client say "did you know you've totally changed my life for the better?", you realise how deeply you can effect change in people's lives. It sounds cheesy, but in this industry you can make a big difference in people's lives

What are your ambitions?

I want to make Pocket PT THE online training system for personal trainers of any level.

What will your next move be?

To expand our National PT Network to Europe and worldwide, keep improving the site for trainers and clients and explore social networking sites.

What do you do in your leisure time?

The irony of a lack of leisure time in the leisure industry is not lost on me! I like the outdoors; climbing, camping, trekking – that sort of thing.



Glasgow Celtic is one of the clubs set to take on young employees

SPL announces new job scheme

£2.8m initiative aimed at the long term unemployed

By **Pete Hayman**

More than 430 six-month job placements are set to be created by the 12 Scottish Premier League (SPL) football clubs as part of a new £2.8m scheme aimed at long term unemployed young people.

The SPL Working Futures programme has been established to help young people find employment and will receive funding through the Department for Work and Pensions' Future Jobs Fund. Each of the 12 clubs will have

the chance to take on 36 new workers as community coaches or estates staff on a six-month basis between May 2010 and September 2011. Job centres will handle applications.

SPL chief executive Neil Doncaster said: "These are testing economic times for everyone but this is a great example of how our clubs can play their part in society to help make things better.

"This scheme will give more than 400 people the chance to get back into the work force and back on track."

RFL scheme to target young people

Regional development agency Yorkshire Forward and the Rugby Football League have joined forces as part of a new scheme to help young unemployed people in deprived areas of Yorkshire and the Humber.

A new three-year initiative aims to use the popularity of rugby league in a bid to develop the leadership and enterprise skills of 1,200 teenagers across the region

and improve their employability and boost aspirations.

Designed to ensure people between the ages of 14 and 19 years old don't become classified as "Not in Employment, Education or Training", the scheme will offer a certified training course. Young people will then be handed the opportunity to further develop their skills by taking up roles as coaches or match officials.

Ambassadors are the key to the future

Springboard scheme aims to equip students with skills and confidence to promote sector

More than 3,000 students visited the Hotelympia 2010 show last month. And what an event it was. Springboard hosted the Student Centre at the show and over the course of five days, all those 3,000 students passed through on their way into the main show. This was an opportunity to impress upon each student what a great place to work the hospitality, leisure and tourism industry is, full of rewards and long term benefits, and that the industry needs enthusiastic, hard working people.

By attending Hotelympia, the students are already showing their commitment and passion for working in the industry. One highlight for the students, and indeed teachers and lecturers, was the Careers in Hospitality Section of the show, which featured a series of seminars on topics ranging from securing a quality work experience to how to decide which industry sector was right for them, all delivered by people working and teaching in the industry. Hilton Worldwide also offered a wide range of seminar sessions aimed at careers within the company together with a very interesting seminar on social media and how students can use this to their advantage.

A discussion point throughout Hotelympia was the Springboard Ambassador Programme, aimed at enthusiastic, passionate people working in the industry in a variety of different positions from chefs of all levels to baristas, housekeeping to reception. Each ambassador has their own interesting story to tell of working in the industry. Springboard works with these ambassadors in a variety of different organisations from banks to hotels, restaurants to pubs and bars. Through a two day training programme Springboard works with them to equip them with the skills and confidence they need to promote the industry, and their place of work, as a 'great place to work', to a variety of audiences from the young, unemployed and disadvantaged groups.

Springboard needs more ambassadors to spread the word about the hospitality, leisure and tourism industry so we ask you... are you the next Springboard ambassador?

If you are passionate about the industry and want to inspire others then please visit the Springboard website for further information. We look forward to training you to be the next Springboard ambassador!



Springboard
KERRY MABLEY is customer relationship manager for Springboard

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BLF bursaries are now available for the May 2010 intake of this innovative distance learning course.

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- Physiology and pathology of respiratory disease
- Management of chronic respiratory disease
- Responses to exercise and exercise prescription
- Managing breathlessness
- Referral pathways

The BLF bursary, funded by Air Products, is available to exercise professionals who meet the following entry requirements:

- Level 3 or equivalent qualification as recognised by REP's
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- Endorsement from a local pulmonary rehabilitation team
- 100 hours practical exercise instruction over the past year, with some experience of working with clients with COPD/respiratory disease
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Instructors taking up a bursary will be expected to work with local Breathe Easy support groups to set up exercise classes within the community.

For more details or an application pack please log on to www.lunguk.org/supporting-you/blf_active or contact Danielle Smreczak using the details below

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Tower Hamlets is a vibrant, diverse inner-city area with limited open spaces, extremely high deprivation, many barriers to sporting participation and many children from extremely challenging backgrounds.

Tower Hamlets has the highest percentage of under 16s out of any borough in the UK disbursed over 90+ schools and these children represent a wide spectrum of cultures and backgrounds.

The Tower Hamlets School Sport Partnership is the major facilitator of PE and Sport in the borough and was amongst the most rapidly improving Partnerships in England last year. The Partnership has an excellent reputation for tackling challenging circumstances with innovation and improvisation and we have a bespoke attitude towards addressing our schools' and pupils' individual needs. We also have an impressive track record of attracting some of the most dedicated and skilled practitioners into borough PE and Sport posts.

We currently have a team of 9 Sports-specific Development Officers with the brief of developing all aspects of their sport within Tower Hamlets. They are an integral part of the School Sport Partnership's offer to schools and children. We seek industrious, enthusiastic, innovative and ambitious people to fill 2 positions. The Partnership aims to support our employees in achieving their own personal goals and although initiative and self-motivation are very important, we do offer a very supportive environment to work in. A passion for sport and a dedication for providing opportunities to young people are also essential for success in these positions.



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Badminton Development Officer

Salary: Circa £19,500.00 Start: April 2010
1 Year Fixed Term Contract

Badminton is a sport that has rapidly improved in popularity within the borough over the last 4 years and we are looking for someone to work alongside other current badminton staff.

We require a badminton enthusiast with good management and developmental skills to continue building pathways and structure for badminton in the borough, as well as improving the numbers utilizing those pathways. The post will involve a large amount of coaching in schools however there will be a particular emphasis on working in-line with Badminton England's Badminton Community Network scheme for which Tower Hamlets is a focus borough.

We are interested in hearing from level 2 (or above) qualified coaches who are interested in developing badminton with a particular emphasis on increasing recreational badminton opportunities for children in the borough; developing a comprehensive system for identifying and supporting gifted and talented students and identifying badminton enthusiasts and developing them as leaders/volunteers within the sport.

This post also carries particular significance as Tower Hamlets is a host borough for the 2012 Olympic Games.

Multi Sport Coach

Salary: Pro-Rata £20-£30/hour (Dependent on sports and experience)

The Tower Hamlets School Sport Partnership also wishes to appoint a pro-rata Multi-Sport coach who will be expected to demonstrate an ability and willingness to coach in a range of sports and support some of our other sports-specific posts from time to time. Alternatively, those who have extensive sport specific coaching experience are also encouraged to apply.

We seek applications from young and industrious individuals with an ambition to developing a career in the sports sector. Although some coaching and leadership experience is desirable, we fully expect to work with the successful candidate in developing the depth and range of their knowledge, skills and experience.

Although the specific sport focus of this post may change depending on need and the specific background of the successful candidate, there will be an expectation that the post holder will have a background in at least 2 of the following sports; Basketball, Handball, Athletics, Cricket, Hockey, Golf, Judo, Volleyball or Lacrosse.

The successful candidate will play a key role in our coaching team and will receive extensive access to courses and professional development. The level of qualification required for short-listing will be decided by the strength of applications received.

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As to the role itself, it's a big job with some big challenges. Edinburgh Leisure is one of the UK's leading leisure trusts, with a turnover in excess of £25million and 700 employees delivering a great customer service 4.1 million times a year. Although a not for profit organisation, we've achieved double digit revenue growth every year for over a decade. Alongside the challenges lie some fantastic opportunities: working with a great culture and great people, the prospect of continuous vigorous growth and circa £70m of infrastructure investment in the next 5 years. Oh, and one further challenge from the incumbent: can you take it on to the next level?

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Are you looking for a successful company to shape your career?

We need dynamic, dedicated and talented graduates. Parkwood Leisure is a successful, growing, profitable and sustainable company, providing services to local communities nationwide. The culture of the organisation coupled with our continued success provides graduates with excellent opportunities to launch a successful career whilst gaining training and development within a wide range of skill areas. We want to stimulate the potential of individuals who want a successful career; we want our people to grow with us.

The Parkwood Leisure Graduate Scheme; a challenging six-month scheme based at one of our larger centres with nationwide travel required to gain exposure to other parts of our organisation. The objective is to give advanced strategic and day-to-day, Training and development in Community Leisure Facility Management and Leadership to create senior managers for tomorrow.

The Trainee Duty Manager Scheme; this 1 year scheme is aimed at producing staff for their first Management Appointment. It gives an excellent grounding in all round management skills, and is the ideal entry route for future managers.

Both these schemes would have a guaranteed position on completion

Placement Students; usually a 12 month placement providing opportunities to work on exciting short term projects which could be a wonderful opportunity for a dissertation or management report.

The successful candidates need to be committed to developing their leisure management career, be fanatical about exceeding customer expectations and be dedicated to the development of our facilities for local communities. A relevant qualification would be advantageous.

In return we will provide you with extensive training and development to enable you to shape your own career, a competitive benefits package and job satisfaction within a rewarding role.

Join Parkwood Leisure and create the next chapter of the success story.



Parkwood Leisure is an equal opportunities employer.



Please apply on-line now at www.leisurecentre.com.

Alternatively send a letter of application and full CV to: Sarah Moseley, Human Resources Administrator, Little Bowbrook, Walton Road, Hartlebury, Worcestershire, DY10 4JA or E-mail: recruit@parkwood-leisure.co.uk

Be at the centre of leisure

Facility Manager

Bolton

An opportunity has arisen within Bolton Community Leisure for a Facility Manager based at Horwich Leisure Centre. The successful candidate will be working within a team to achieve high standards with a first class leisure operator. The successful candidate will:

- Provide strong leadership, guidance and motivation within a customer focused environment
- Work in partnership with clients and customers to ensure the strategic aims of the Trust and the Council are met
- Maintain standards to meet the contract specification and objectives, whilst continually reviewing and measuring achievement through internal and external benchmarking
- Develop and monitor staff training, development and succession plans, satisfying legislative and corporate requirements through annual appraisal
- Provide line manager direction and support for Assistant Managers
- Assume responsibility for health and safety for the facilities under their management
- Be responsible for programming of the facility to maintain a well balanced service to customers, whilst being commercially viable, to ensure the key performance indicators of the organisation are met
- Participate fully in the process of business plan preparation and review, and to ensure the facility is managed to achieve the business plan once agreed
- Be responsible for the production of financial plans/procedures, for the facility, to review and report performance against plan

If you are looking to make an impact within leisure please contact Mike Mooney, Contract Administrator at: Horwich Leisure Centre, Victoria Road, Horwich, Bolton BL6 5PY, Telephone 01204 334488 Ext 209 or email michael.mooney@leisure.serco.com

Closing date: Thursday 1st April 2010

Serco is an Equal Opportunities Employer and invites applications from all sections of the community.



Bringing service to life



East Surrey College

Curriculum Leader Business, Sports and Public Services

Salary: £30,000 - £37,000 (Subject to experience)
Hours: 37 per week

We are looking for an exceptional individual to coordinate provision within our Business, ICT, Travel & Tourism, Languages, Teacher Training, Public Services and Sports Division. Your role will be to support the Head of Division in delivering high quality learning programs and ensuring the effective operation of College systems and procedures.

You will have specific duties which will apply across the division and will include staff utilisation, departmental and cross college communication, inspection preparation and overseeing quality documentation. You will mentor and motivate staff with the Division to achieve high standards and performance. You will also assist in the appointment of teaching staff, recruiting students on to programs, teach on various courses and lead on Internal Verifying and preparation for EV visits and Standards Moderation. There may also be other duties necessary relating to the overall performance of the Division.

Along with a degree in either Public Services or Sports and a full teaching qualification, you will have extensive knowledge and experience within Public Services and Sports. You will have an understanding of the issues of teaching and learning and you will also be familiar with quality assurance frameworks and will have successful experience in course leadership.

If you have the drive and ambition to be part of our team we would like to hear from you. For further information and to apply please see our recruitment website at www.esc.ac.uk/careers

Alternatively please contact the Human Resources department on 01737 772611 (option 4) or email HR@esc.ac.uk

Closing Date for Applications: Friday 9th April 2010

East Surrey College is committed to Equal Opportunities and we encourage applications from all sectors of the community to reflect our diverse student population. Please note that it is College policy to undertake an enhanced Criminal Records Bureau Disclosure for all employees.



Centre Manager

mountbatten watersports & activities centre

Mount Batten Centre, 70 Lawrence Road, Plymstock,
Plymouth Devon PL9 9S Tel: 01752 404567

An exciting opportunity has arisen for a Centre Manager to oversee our business by managing and developing the following core businesses:

- * Water Sports and Activities, including educational programmes
- * Accommodation 23 rooms with 43 beds, with conferencing facilities
- * Hiring out space for car and boat parking, pontoon access, hire of unit spaces to residential clubs

Duties will entail working collaboratively with partners' agencies in developing and monitoring the centre's activities.

Educated to degree level in a Management discipline, with relevant work experience, you will have an in depth knowledge of a range of leisure and local businesses.

A friendly, enthusiastic and self-motivated individual, you will have leadership skills allied to experience of budget management, ability to deal with the public and use Microsoft Office packages.

You will also have the ability to achieve objectives, demonstrate initiative and make decisions as well as liaise with a range of national agencies in order to develop the hospitality and sports provision. You will possess excellent communication and problem solving skills and have the ability to work flexibly to meet the needs of the Centre.

Our contact details for further information are:
Email: enq@mount-batten-centre.com
www.mount-batten-centre.com

Volunteer Development Officer

£22,221 – £23,708 pa

Ref: 11556

John Dryden House, Northampton

Fixed term to 31st March 2012

You will coordinate the development and implementation of sports volunteer programmes within Northamptonshire (including: Step into Sport & Sporting Volunteers). You will have relevant experience of working within a sports/volunteer environment and in recruiting, developing and supporting sports volunteers.

This post is subject to enhance CRB clearance.

For an informal discussion, please contact Cathy Little on 01604 237857 or email: calittle@northamptonshire.gov.uk

For additional information about these roles, and to apply online, or download an application pack, please go to www.northamptonshire.gov.uk/jobs If you require an information pack in an alternative format, please contact 01604 237666.

Closing date: 12 noon, 8th April 2010.



www.northamptonshiresport.org



2-4 Darwin Close, Reading
www.berkshiresport.com

Berkshire Sport is the County Sports Partnership, our vision is:

'An effective partnership for inspiring a passion for sport and activity'

Our business objectives are:

- receive, interpret and disseminate communications from national and regional organisations and represent the views of sporting organisations in Berkshire to national and regional organisations
- provide a comprehensive sports information service for individuals and organisations in Berkshire
- identify the gaps in sporting opportunities in Berkshire and seek additional resources to commission services to meet local needs.

To assist in achieving this vision and business objectives, Berkshire Sport is looking for innovative, driven, committed and enthusiastic individuals for the following posts:

LEAD OFFICER – SPORT

REF: LAT0127

LEAD OFFICER – COACHING

REF: LAT0128

Both posts: **£24,646 - £28,636** pa

Fixed-term contract until 31 March 2011

Full-time, 37 hours per week

(Posts may be extended from April 2011 subject to funding availability)

In these posts, you will play a key role in delivering Berkshire Sport Core services within Partnership approaches to maximise opportunities. Both posts will suit individuals looking for challenges.

For more information, please contact **David Simkins** on **0118 376 6120**.

Application forms can be downloaded or completed on-line at www.reading.gov.uk. Alternatively, email: recruitment@reading.gov.uk or call **0118 939 0039** (24 hour answerphone) quoting the relevant reference number and stating which position you are interested in.

Please do not send a CV. For the purposes of equal opportunities, we can only accept Reading Borough Council application forms. A Criminal Records Bureau Disclosure will be sought from the successful candidates.

Closing date: 14 April 2010 • Interviews: 29 & 30 April 2010



WALTHAM FOREST ACTIVATOR
Two Year Fixed Term Contract £21,000-£23,000

Do you want to help residents, sports and community groups in the Olympic Host Borough of Waltham Forest make the most of London 2012?

Leyton Orient Community Sports Programme and London Community Sports Network in partnership with the London Borough of Waltham Forest are looking for a person that will help increase the numbers wanting to get fit, take part in physical activity and sport by capacity building and developing community sports groups and clubs so that they can attract, sustain and retain residents and contribute to the legacy of the 2012 Olympic Games.

You will need to be dynamic and enthusiastic with at least three years community development and capacity building experience. You will also need to have an excellent understanding of voluntary sector issues and knowledge of sports-based interventions.

If you are interested please request an application pack from Junnara Begum email junnara.begum@locsp.org or call 020 8556 5973. Application Deadline: Friday 23rd April 2010 at 5pm

BaseballSoftballUK is recruiting a full-time office-based **DEVELOPMENT LOGISTICS MANAGER** to cover specifically administration, project management and data collection and analysis:

- Lead data collection, analysis and dissemination internally and externally, including collating and analysing staff reports and qualifying and informing our plans with sound data and information.
- Project-manage our Capital Investment projects, developing sporting facilities and working with others to deliver our Facilities Strategy.
- Project-manage our development interventions from planning to delivery, coordinating development workloads and priorities.
- To administer the Development Department, servicing all administrative and organisational needs.

For more information please email : info@bsukmail.com
Salary Range: £24,485 - £28,399
Based: Central London office.
Full-time post to 31 March 2013.

Deadline for Applications: 9 April 2010.
Interviews: Week of 19 April 2010 in London.




Merton LEISURE CLUB & AQUADOME

★★★★ **Lifeguard positions** ★★★★★
(One shift leader, Various lifeguard positions)

Part of Jersey's largest and most popular family hotel, this exciting facility – with its state of the art gym, fantastic leisure and swimming pool, steam and sauna -provides a unique experience for our hotel guests and private members, and with the introduction of the UK's first Flowrider® surf and body boarding machine, we also offer unique career opportunities for the right applicants.

The Shift Leader position requires a competent individual with at least one years experience in a similar role. Both roles require a current NPLQ. A First Aid at Work Certificate and Pool Plant Operators Certificate are both major advantages, especially for the Shift Leader role. The ability to work as a part of a team and as an individual are both essential to the role, as is a good understanding of customer care.

In return we offer an attractive salary, accommodation and all the benefits of working on a delightful holiday island.

Please apply in writing to:
Ed Dubberley, Personnel Administrator
Merton Hotel, Belvedere Hill
St Saviour, Jersey JE4 9PG
Tel 01534 754306 Fax 01534 733121
Email: edubberley@mertonhotel.com
www.seymourhotels.com



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MATRIX

AREA SALES MANAGERS
NORTH EAST & SOUTH WEST REGIONS

Matrix Fitness Systems UK is part of the Johnson Health Tech Group – one of the world's largest and fastest growing fitness equipment manufacturers.

We are rapidly emerging as a major player in the supply of commercial equipment in the UK, with a business growth of 95% in 2009. In order to continue our expansion and to meet the needs of a highly competitive and rapidly changing market, we are looking to increase our team. We therefore seek two highly motivated self-starters, with the drive and enthusiasm required to make a tangible difference in further developing the sales of our equipment, associated services and solutions within the North East & South West regions.

You will therefore possess:

- A proven track record within a professional & consultative sales environment.
- A strong customer-focus with a problem-solving approach.
- Experience within the Health and Fitness industry.
- Excellent inter-personal and relationship building skills.
- Good PC (Word, Excel and PowerPoint) and project management skills.
- Good academic background (ideally educated to degree level in Sports Science or similar, but minimum 2 A' levels).

If you have clearly demonstrated excellence in your career to date and you are ready for the next challenge, then please send your CV and covering letter to Dave Thompson:

HumanResources@matrixfitness.co.uk

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now recruiting for;



Personal Trainers

Imagine working for the leading spa operator on board luxury cruise ships. Steiner operates spas on over 131 luxury cruise ships sailing the seven seas.



you could be
one of a few

to attend an interview please apply online on
www.onespaworld.com

Beechdown Health Club

Rackets Manager

OTE £25k - £35k

Looking for a self-motivated and enthusiastic Squash and Tennis coach to take on and build the thriving rackets section of this popular luxury health club.



3 glass back squash courts, 3 floodlit tennis courts, 2,500 members... how many more of them could you get out of the gym, pool, studio and onto the courts?

Gym manager

£25k + PT income

Are you at the forefront of current fitness thinking?
Are you able to lead a team?

Could you build a buzz amongst the 2,500 members at Beechdown Health Club to create the best fitness experience possible?

How would you attract and retain members to this forward thinking luxury health club?



Apply to: md@beechdown.co.uk
Basingstoke, Hampshire. RG22 4ES

www.beechdown.co.uk

Surbiton Racket & Fitness Club is a private members Club in SW London offering tennis, squash, health and fitness and social functions to its 1,500 members. Following a major gym expansion and refurbishment in July 2008 we are currently looking for the following candidates to join our team:



Fitness Instructor

Self-Employed - PART TIME

The applicant must have a minimum REPs Level 2, be enthusiastic, reliable and willing to learn and gain experience within the fitness industry. The position applied for will involve working shifts - evenings and weekends.

Personal Trainer

Self-Employed

The individual must have a minimum REP's Level 3 qualification with good rapport, building skills and an approachable personality. You will be motivated, professional and have the ability to take on existing clients as well as building a new client base.

Class Instructor

We are looking for instructors who have an exercise to music qualification and can teach a variety of classes. Other qualifications such as Spin, Yoga or Pilates would be favourable.

CLOSING DATE: MARCH 31st 2010

Email CV to Roy Staniland: roy@surbiton.org or post to:
Roy Staniland (Director) - Surbiton Racket & Fitness Club,
Berrylands, Surbiton, Surrey KT5 8JT

CG CLUB GINGER HEALTH & FITNESS

CLUB GINGER is seeking to increase membership of its 1/4 of a million pound state of the art health and fitness centre and we are looking for an enthusiastic person to focus on sales & marketing.

We currently have around 200 members and aim to drive the club past 500 members by Q4 2010

The **sales & marketing executive** will develop and execute plans and promotions, building strong corporate relationships and selling on a face to face basis to ensure that club Ginger maximises its potential.

The position is on a part time basis.

CLUB GINGER HEALTH AND FITNESS CENTRE
1 The Archway, Newerene Street, Lydney, Glos GL15 5RF
01594 841315 andypersonaltrainer@msn.com

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360,000 unique online users per month Over 63,000 weekly email subscribers

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Osborne: Conservatives 'will back' tourism industry

Shadow chancellor intends to generate an additional £6.5bn as part of new proposals to support the sector

By **Pete Hayman**

Shadow chancellor George Osborne has outlined a number of plans designed to support the UK tourism industry if the Conservative Party wins the next General Election.

The shadow chancellor labelled the sector as "one of the jewels in the crown of British economy" and pledged to generate £6.5bn for the UK economy by increasing the proportion of UK residents' tourism spending on domestic holidays to 50 per cent.

Reform of the tax system and the creation of 200,000 more apprenticeship and pre-apprenticeship places are also mooted.

Osborne said: "Getting the infrastructure right also means putting in place a framework that makes the most of the massive opportunity to promote British tourism alongside the Olympics in 2012. "A Conservative government will aim to establish a fund to market London and British tourism. This marketing should take place before, during and immediately after 2012."



George Osborne has pledged to support the tourism sector

IMAGE: CONSERVATIVE PARTY/ANDREW PARSONS

Wales launches Change4Life public health scheme

By **Tom Walker**

Change4Life, the campaign designed to encourage more people to adopt healthier habits and become more active, has been launched in Wales.

The public health initiative – unveiled by the Welsh Assembly Government on 10 March – will see advertising displayed across television, billboards, newspapers and public transport from this month.



Members of Buggyfit helped to launch Wales' Change4Life

Change4Life/Newid am Oes aims to kickstart a "lifestyle revolution" across Wales, with a

detailed action plan being made available to parents who complete a questionnaire.

Welsh heritage minister Alun Ffred Jones said: "Simple changes to our lifestyle can improve our health, help us to live longer and set a good example to our children.

"We also want any organisations that deal with families to sign up and promote Change4Life so that families hear simple and consistent advice."

£5m Mansfield pool reopens

Rebecca Adlington Swimming Centre – the new name of Sherwood Baths – has been officially unveiled by the double Olympic gold medallist following a £5m revamp.

The pool is the venue in which the athlete first learned to swim as a four-year-old on the local authority's swimming lessons programme.

CONTACTS BOOK

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www.aandb.org.uk

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