

leisureopportunities

29 OCTOBER - NOVEMBER 11 2013 ISSUE 618

Daily news & jobs: www.leisureopportunities.co.uk

GlaxoSmithKline launches Human Performance Lab

Pharmaceutical giant GlaxoSmithKline (GSK) has opened the GSK Human Performance Lab – a science facility which will look to “deepen the understanding of human performance”.

GSK will work in partnership with elite individuals and organisations – professional athletes and teams as well as sports national governing bodies – to better understand how the body and brain function.

Confirmed partners that will work with GSK at the centre include Olympic Gold and Bronze medalists Alistair and Jonathan Brownlee, British Triathlon, F1 racing franchise McLaren and boxer Amir Khan.

Facilities at the centre, located in Brentford, include a swim flume, a 4G artificial turf area and running track for speed and agility testing.



The new performance lab will look to “deepen the understanding of human performance”

There is also an environmental chamber capable of producing conditions ranging from -20°C to +50°C; humidity levels of between 10 and 90 per cent and oxygen levels equal to those at 5,500m altitude.

It is hoped that research carried out at the centre will help scientists develop improved training, recovery, nutrition and competition programmes for its partners.

Once research has been carried out, GSK also aims to apply the innovative science to improve the wellbeing of the general population by informing the development of new products. The initial studies at the centre will focus on cognition and bone health.

Emma Walmsley, president of GSK consumer healthcare, said: “Our elite partners will benefit from understanding what drives

and improves their own performance and the science behind their success will help us develop products which better meet the healthcare needs of all our consumers.”

Details: <http://lei.sr?a=y9h8R>

EXECUTIVE
APPOINTMENTS

the
gym

Property Acquisition
Manager

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Merlin confirms £200m flotation

Merlin Entertainments, the second largest visitor attraction operator in the world, has announced that it will float 20 per cent of the company on the London Stock Exchange.

The company, whose operations include Alton Towers and the Madame Tussauds and Legoland brands, is currently inviting retail investors to take part in the listing.

The primary offering will reportedly be around £200m for at least 20 per cent of its shares, to be used to reduce net debt, which stood just under £1.3bn at end of last year.

Around 10-15 per cent of the offering is due to go to smaller shareholders, with a minimum application size of £1,000.



Merlin owns 99 attractions including Alton Towers

Nick Varney, chief executive of Merlin, said: “Merlin Entertainments comes to the market with a consistent record of strong growth in both revenues and profits and bright prospects for the future.” Details: <http://lei.sr?a=Y3E2k>

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The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

subs@leisuremedia.com

Editor

Liz Terry 01462 431385

Journalists

Tom Anstey 01462 471916

Chris Dodd 01462 471902

Aoife Dowling 01462 471938

Design

Ed Gallagher 01905 20198

Internet

Dean Fox 01462 471900

Tim Nash 01462 471917

Publisher

Julie Badrick 01462 471919

Associate publishers

Sarah Gibbs 01462 471908

Simon Hinksman 01462 471905

Annie Lovell 01462 471901

Paul Thorman 01462 471904

Associate publisher, attractions

Sarah Gibbs 01462 471908

Property desk

Simon Hinksman 01462 471905

Publisher, Spa Opportunities

Sarah Gibbs 01462 471908

Financial Administrator

Denise Adams 01462 471930

Circulation Manager

Michael Emmerson 01462 471932

Subscribe to Leisure Opportunities,

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471913

Annual subscription rates are UK £31,
Europe £41, Rest of world £62, students UK £16.

Leisure Opportunities is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Leisure Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Warners Midland plc. ©The Leisure Media Company Limited 2013 ISSN 0952/8210

SPORT

Legacy event aims to inspire children

More than 700 children took part in a day of activities and healthy competition at Harrow Leisure Centre designed to deliver the sporting legacy of the London 2012 Olympic Games.

The event was run in partnership by Fit for Sport and Everyone Active aimed to deliver a legacy of sport, competition and community engagement to children aged 7-11.

Everyone Active and Fit for Sport have made a joint pledge to have 500,000 under 16s engaged and active; to be achieved through a host of legacy games days for primary school children across the UK with the Harrow Legacy Games being the third event so far in the series.

The event saw the children have a 'motivational mass warm up' with GB Olympic swimmer Steve Parry before dividing into



GB Olympic swimmer Steve Parry was on hand at the event in Harrow

smaller groups and taking part in a variety of sports activities and team building challenges with the aim of inspiring them to lead a healthy lifestyle. In the afternoon there were competitive sprint races followed by inter-school relay races with teams of up to 30 taking part. The day ended with a closing ceremony where medals were handed out. Details: <http://lei.sr?a=x5G6k>

Community football facility gets £610,000 facelift

An eight-year fundraising initiative has led to the completion of a £610,000 community football facility in Winterton, Lincolnshire.

Winterton Town Council provided half of the funding, achieving a match funding target by the Football Foundation – a sports charity funded

by the Premier League, FA and Government – which provided the remaining costs for work.

As a result of the improved facilities, the site is now fully accessible and has already secured advanced bookings from the Winterton Disabled Club. Details: <http://lei.sr?a=E3z4b>

Number of sports clubs reaches 151,000

There are 151,000 sports clubs in the UK, which each have an average of 141 adult members.

The findings come from the *Sports Club Survey 2013* – the largest ever survey of sports clubs in the UK – published by the Sport and Recreation Alliance (SRA).

Other key findings in the report include the average sports club having 33 non-participating members – evidence that clubs don't merely offer opportunities to play sport, but a social environment for the community to be part of.

Overall, participating adult membership levels at the average sports club are 21 per cent higher in 2013 than they were in 2011.



The UK now has 151,000 sports clubs, with each club averaging 141 members

A total of 3,000 sports clubs across more than 100 different sports took part in the survey, which aims to draw an accurate picture of the state of the UK's grassroots community clubs. Details: <http://lei.sr?a=k8w7f>

Leisure centre opens in Tyneside

A new £16m swimming pool and leisure complex has opened in South Shields, Tyne and Wear, six months later than originally scheduled.

The Pier Parade project is part of South Tyneside Council's regeneration plans. It was designed by LA architects and was built by Graham construction.

The new centre features a 25m, eight-lane competition pool; an 18m teaching pool and leisure pool with flumes; sprays; bubble pools and water play.

The centre also includes a health club with sauna and steamroom, two dance studios and fitness testing and consultation rooms.

Other amenities at the leisure centre include a library express, outdoor terrace and amphitheatre and a rooftop viewing gallery. The swimming pool and leisure complex is one in a series of council-led investments in the borough that include a £2.3m



The facility is part of South Tyneside Council's regeneration plans for the area

waterfront park in South Shields, £4m school and community pool at Jarrow, the £5m Littlehaven scheme including a promenade and sea defence transformation and a major new community hub in Hebburn. Details: <http://lei.sr?a=z8j8S>

Elite athletes become apprentice coaches

An initiative to help former top-class athletes become coaches has been launched by sportscotland.

The Coaching Futures initiative will see eight sports employ a retiring or retired athlete who will use their knowledge and expertise to help develop and inspire the next generation of champions.

The programme follows a successful six-month pilot project which resulted in Olympian Kris Gilchrist becoming an integral part of Scottish Swimming's coaching team.

The other sports which will employ an apprentice are athletics (Alan Scott, Olympian); cycling (Kevin Stewart, former British record holder); judo (Matt Pursley, 10-time British champion); netball (Lesley MacDonald, Scotland's most capped player); rowing (John Higson, former Scottish champion); tennis (Joe Gill, Aegon British Tour winner) and triathlon (Bex Milnes, former elite triathlete).

Stewart Harris, CEO of sportscotland, said



Former Olympian Kris Gilchrist has become a Scottish Swimming coach

that with many ex-athletes naturally drawn towards coaching, the programme will help to increase the number of homegrown performance coaches delivering in Scotland.

"The advice, knowledge and expertise that these ex-athletes will be able to pass on to our aspiring Scottish champions will be invaluable and provides another vital part in our drive to build and support a world-class sporting system at all levels," said Harris.

Details: <http://lei.sr?a=r8N6p>

Scotland makes investment in women's elite football

A new Scottish government grant of £200,000 will provide the country's elite female footballers with individual allowances, allowing them to reduce their working hours and train more.

Provided by sportscotland, the funding is designed to allow players to have more recovery time as well as more strength and conditioning sessions and is part of a strategy to improve their chances of qualifying for the World Cup.

The Scottish FA has set a target for the women's team to progress to the 2015 World Cup in Canada the team currently sits top of its qualifying group with eight games to go. Details: <http://lei.sr?a=X2J9a>



IMAGE: S HINN/SHUTTERSTOCK.COM

The new funding aims to increase participation

£102m boost for grassroots football facilities in England

Grassroots football facilities in England are set to benefit from £102m of investment over the next three years.

The Premier League and The FA Facilities Fund will provide financial aid to hundreds of grassroots facility projects across the country, aimed at improving the experience of playing the national game at the lowest levels and help to increase participation in football.

The funding will be provided jointly by Sport England, the FA and the Premier League and delivered by the Football Foundation.

Many of the facilities created by the fund will be designed to strengthen the connection between professional football clubs and their local communities, particularly in the most deprived areas of the country, through the professional clubs' community trusts' outreach work.

The Football Foundation was set up by the Premier League, The FA and the government in 2000. Since then 9,600 grants worth £412m have been awarded thanks to investment from the three funding partners.

Details: <http://lei.sr?a=P8R9H>



Finnish ladies health club touches down in Essex

A new health club brand, Livia Exclusive Ladies Health Club, has launched in Essex, marking a first UK site for the Finnish operator.

Located in Colchester, the club features HUR resistance equipment that creates a circuit, combining strength and endurance training with the aim of providing safer, effective exercise for women of all ages and abilities – from mainstream exercisers to seniors. The HUR equipment works with SmartCard technology to keep track of members' progress, manage training programmes and provide feedback, with in-built automatic programme updating.

The Livia Club brand was founded by Mats Manderbacka, MD of HUR in Finland. *Details: <http://lei.sr?a=F5K9j>*

Gym users powering facility after refurbishment

theclub at DoubleTree by Hilton, at Cadbury house in Congresbury has completed a £600,000 refurbishment of its facilities, in addition becoming the first venue in the world to use Renew energy harvesting technology from Technogym's Artis line.

The new equipment harnesses the human energy used at the gym and feeds it directly into the facility's power grid, significantly reducing the running costs of the fitness centre.

The club has installed 42 new pieces of equipment, including cardio, strength and functional pieces from the Artis range.

"Not only does the new kit look great, it is ergonomically designed to maximise the training experience and will provide our members with the optimum workout," said Jason Eaton, general manager at the club. "Moreover we are leveraging human movement to offset the level of energy needed to power the club which is great for the environment."

Cadbury House is the first site to install the Renew technology which is available across the Artis cardio range. *Details: <http://lei.sr?a=k2t6y>*

Health guide to combat obesity

The National Institute of Health and Care Excellence (NICE) has released guidance for helping overweight and obese people to achieve and maintain a healthier weight.

It found that with the increasing risk of serious conditions attached to obesity – such as type 2 diabetes and heart disease – the long-term costs to the NHS are an estimated £5.1bn each year.

NICE has called for providers to emphasise to adults the importance of physical motivation as well as programmes focusing on long-term lifestyle change rather than temporary weight loss.

David Stalker, CEO of ukactive, said: "We know obesity is a huge strain on the NHS. Being able to provide our local authorities and GPs with information on services to reduce physical inactivity in their local area is absolutely fundamental."

Ukactive's own Let's Get Moving programme is based on the recommendations of the NICE Public Health Guidance and incorporates a



NICE has released a public health guide to combat £5.1bn cost of obesity

Physical Activity Care Pathway. It is a behaviour change programme delivered over 12 weeks guiding inactive adults towards gradually become more active.

Research conducted by the ukactive Research Institute found that motivational interviewing, as used within the Let's Get Moving programme, helped participants decrease their body mass by an average of 2kg/2 per cent, decrease fat mass by 2.3kg/7.8 per cent, and decrease body fat by 2kg/5.7 per cent. *Details: <http://lei.sr?a=n2C7x>*

LA Leisure launches luxury LAX brand

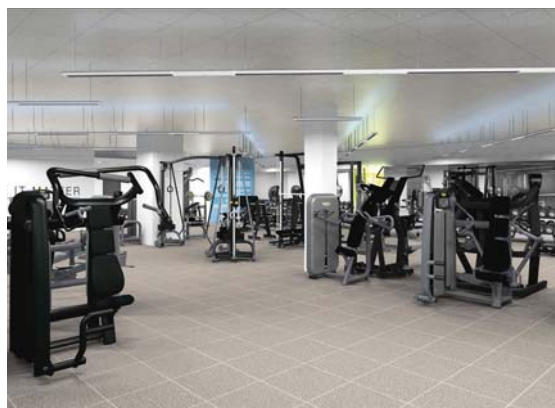
A new premium health club concept – LAX – has launched its first club in the City of London.

LAX is a brand new health club brand developed by LA Leisure, which also owns LA Fitness. However, although LAX members have automatic access to all LA Fitness clubs, LAX is positioned as a distinct, upmarket brand.

Built over three floors, the club offers Technogym CV and resistance equipment. One floor down from the main gym is a 250sq m (2,690sq ft) dedicated functional floor offering space for group training sessions and personal training.

Also on this floor is a large group exercise studio offering the full range of Les Mills classes alongside pilates, yoga and Zumba; a 97sq m (1,044sq ft) cycle studio with capacity for 50–60 bike; and a Learning Pod for member education and assessments are available.

LAX has been designed specifically with time-pressured city workers in mind and offers small group training sessions in the



The LAX concept could be rolled out to further clubs if successful

functional area and on the gym floor in the shape of 20- and 30-minute sessions to focus on maximising workouts in the time available.

While further LAX sites may be rolled out within London, the club is also being used as a testbed to trial new concepts and services, with a view to potentially rolling some of these out across the LA Fitness estate. CEO Martin Long says there is also the possibility of smaller format LAX clubs in the future. *Details: <http://lei.sr?a=a6C6R>*

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New Smart Fitness gym to be unveiled in Dewsbury

Kirklees Active Leisure (KAL) is to launch a new Smart Fitness low-cost gym in Dewsbury, West Yorkshire, in December.

Smart Fitness will be Dewsbury's first budget gym with a monthly fee of £14.95 for a gym-only membership.

Situated in Dewsbury Sports Centre, Smart Fitness aims to appeal to gym customers who want to "train and go".

KAL funded the development in partnership with Kirklees Council.

The gym will be fitted with Technogym equipment, with more than 100 stations including cardio machines with cardio theatre, and a strength area including a lifting platform and Technogym plate-loaded Pure Strength equipment.

There will also be a large functional training area, including the brand new OMNIA functional training rig alongside free space for workouts.

Members also have the option to add bolt-ons to their membership including swimming and group exercise. The development includes refurbished dance studios and a new group cycling studio which has been designed with virtual class technology. Details: <http://lei.sr?a=6D4P2>



Ingleby (right) founded Energised Performance

Ingleby named 2013 Personal Trainer to Watch

Life Fitness has announced that Kim Ingleby has won the 2013 Personal Trainer to Watch competition.

Ingleby, from Bristol, was selected from 1,500 nominations across 43 countries.

The top 10 finalists were flown in to demonstrate their training skills in front of a panel of judges, where they would be paired with a volunteer for their demonstration.

Ingleby is the founder of Energised Performance in Bristol and recently returned to full health after battling Weil's disease and receiving pre-cancerous cervical cancer treatments earlier this year.

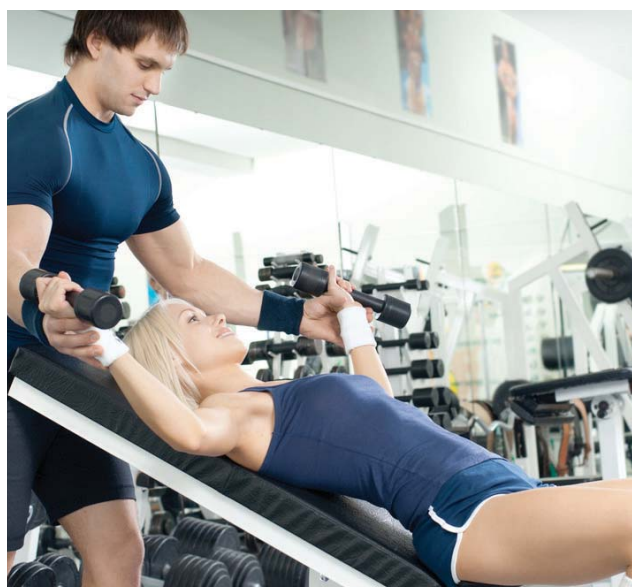
Details: <http://lei.sr?a=Z6S4p>

ICREPS offers CYQ global contract

The International Confederation of Registers of Exercise Professionals has appointed Central YMCA Qualifications (CYQ) the contract to conduct accreditation activity on its behalf.

It is hoped this move will allow exercise professionals around the world to be trained to an internationally recognised standard. Many training providers currently operate outside ICREPS member countries and do not have a register for exercise professionals in place.

Chair of ICREPS, Richard Beddie, says the aim of this partnership is to reach those providers and, through a formal accreditation system, be able to recognise graduates of courses to provide global recognition and international portability of those qualifications to ICREPS member countries. CYQ will carry out accreditation of training



Exercise professionals will be trained to an internationally recognised standard

organisations against the Global Template Standards, developed by the SkillsActive Global Network.

Work has already started and CYQ is now conducting accreditation activity for training providers in China and Dubai. Details: <http://lei.sr?a=Y6E7S>

Bayswater club opens after £1.2m refurb

Central London sports facility the Porchester Centre, has now reopened after a £1.2m expansion and refurbishment, financed by Westminster City Council, the London Marathon Trust and contractor, Greenwich Leisure Ltd.

Facilities have been improved by extending into a neighbouring property. Space previously used to house boilers has created two extra floors, allowing a new exercise studio and a 140-station gym to be created.

Other improvements include a refurbished reception area, changing rooms and squash court and new gym kit. The site also has a 30m pool, a teaching pool and a spa.

Cllr Steve Summers, Westminster City Council's cabinet member for the community,



GLL chief executive Mark Sesnan and Councillor Steve Summers at the centre

reopened the centre: "The completion of this project demonstrates our commitment to providing all of our residents with excellent access to sporting activity in Westminster, the result of which is a more active and healthier city." Details: <http://lei.sr?a=R3A8R>

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"The refurbishment of the sports area had to include a new sports hall floor but we questioned if the budget would allow. Anything more than a treating of the old Granwood surface was unlikely. We were suitably impressed when visiting a neighbouring school which had the same solution one year prior". Said Rick McEvoy, Senior Project Manager at Bournemouth University. "The Sport M Performance looks immaculate and feedback from users of the facility is excellent. The Sport BU department now have excellent facilities including the sports hall which matches other facilities all around our campus".

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is the chief executive
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Dealing with food waste at its source is an easy way for leisure operators to save money and reduce landfill.

The hospitality and leisure sector produces an inevitable amount of unavoidable food waste, such as off-cuts and peelings, but it is also one that can use better food waste management to save money and improve efficiency. In 2009 less than half (48 per cent) of the hospitality and leisure industry's entire waste output was recycled, according to WRAP UK, and two-thirds of the food thrown away could have been eaten if it had been better portioned, managed, stored and/or prepared.

With 260,000 catering outlets across the UK, the volume of food waste is enormous. For leisure operators, incorporating a food waste management programme is now more important than ever.

ReFood, a leading food waste recycler, has produced a number of compelling case studies which show that food waste management programmes can help businesses of all types and sizes become 'greener' and are easy to implement with the right tools and support.

Penzance-based restaurant Poolside Indulgence recently begun recycling all of its generated food waste. Owner Rebecca Farrington said: "In practice, food waste recycling is incredibly simple for the catering team to operate. Small kitchen caddies are placed around the food preparation areas, enabling chefs to segregate the waste as it is produced. These are then emptied into larger bins, the bins are then collected and, using anaerobic digestion technology, the waste is turned into renewable energy and an organic, nutrient rich fertiliser."

When the Savoy hotel re-opened in 2010 it had a goal of being one of London's most sustainable hotels and as part of this, it set ambitious targets for its waste. By separating its unavoidable food waste it has achieved a current 100 per cent recycling from landfill rate. Sustainability, corporate social responsibility (CSR) and eco-credentials are no longer buzz words: they are an essential part of doing business and ones that patrons expect hospitality businesses to deliver.

HOTELS

Rosewood debuts in London

Rosewood Hotels & Resorts has launched a new luxury hotel and spa in Holborn, London – marking the group's entry into Europe.

Following an extensive renovation to transform the 1914 Edwardian Belle Epoque building, the original architectural features have been restored including the Grade II-listed street frontage and dome and the grand Pavonazzo marble staircase.

Rosewood London features 262 guestrooms and 44 suites, public areas are filled with artwork and books and restaurants offer both classic and contemporary British dishes.

The accommodation event spaces and public areas have been designed by Tony Chi and Associates – including the Grand Manor House Wing. This is accessed via a private elevator and its own street entrance and it features six bedrooms, a dressing chamber, a library, a dining room and sitting rooms spread over 6,318 sq ft (587sq m) of living space.

Matthias Roeke, managing director, Rosewood London, said: "Rosewood London encompasses an element of surprise in its design which gives this landmark building, steeped in and surrounded by history, the lease



The public areas have been designed by Tony Chi and Associates

of life it deserves." Rosewood's signature Sense Spa is to be unveiled in 2013 with a range of ancient and contemporary therapies. The spa will house six treatment suites, designed with Asian-influenced split bamboo to encourage energy flow from both the walls and floors.

A double treatment room, the Duet Suite, will offer separate changing facilities, a shower and steamroom, as well as two therapists to perform a range of holistic treatments.

Another highlight of the spa will be the teak and gold leaf relaxation room with individual therapeutic loungers surrounding a central island with water, sliced fruits and herbal teas. Details: <http://lei.sr?a=T2c2v>

Hoteliers becoming 'wary of discounting'

A survey of European hoteliers has suggested that hotels are becoming wary of discounting and regular sales as they evaluate the long-term effects on brand perception.

The survey, which included 75 hoteliers who manage more than 13,000 hotel rooms in 45 countries, was conducted by Hotwire.com and found that 75 per cent of hoteliers thought that discounting is having a negative impact on their brand.

Following the recession, hotels responded with discounts and sales, and Hotwire's 'Britain on Sale' report released earlier this year said that more than half of today's consumers never or rarely pay full price when they book, which hoteliers believe has had a knock on effect with some worrying that they've 'gone too



Hotel customers are becoming more more savvy in finding a deal

far.' "Hoteliers are concerned that if their brand is seen as 'always on sale', it will be devalued and end up going the way of other companies and industries where consumers are never prepared to pay a premium," said Hotwire's Michelle Rosinsky.

ATTRACTIONS & MUSEUMS

4D experience brings back Mercury

A new 40,000sq ft (3,716sq m) museum in London will offer visitors the chance to perform on stage with some of the world's biggest musical icons, living and dead.

The Music Hall of Fame – set to open in mid 2015 in Camden's Stables Market – will include a 4d attraction, an interactive 3D set up featuring the same technology used at California's Coachella Festival in 2012, which saw the holographic reincarnation of rapper Tupac Shakur performing onstage with Snoop Dogg and Dr Dre.

Using hologram technology, an illusion technique known as 'Pepper's Ghost' will beam high definition images into a mirrored glass box to create a '3D space' and give the appearance of a 3D object or person.

The new attraction, which will also feature



Using hologram technology you can share the stage with musical icons

a walk of fame running from Mornington Crescent to Chalk Farm, a Hard Rock Cafe-style restaurant and a UK music hall of fame, will give people the opportunity to perform alongside Jimi Hendrix at Woodstock or Freddie Mercury at the 1985 Live Aid concert.

Details: <http://lei.sr?a=p3K4N>

Alton Towers teams up with CBeebies

Alton Towers theme park is to launch CBeebies Land in a tie up with the BBC children's tv channel.

This is Merlin Entertainments first single-branded area and will feature some of the popular characters from CBeebies programmes.

Spanning five acres, the attraction will include opportunities for pre-schoolers to interact with characters and enjoy rides with, immersive play, live experiences and character appearances. Frequent updates and a seasonal programme of events are planned.

Mark Fisher, chief development officer at Merlin Entertainments, says CBeebies is a perfect fit: "We are excited by the chance to add a little extra Merlin magic to



Alton Towers is teaming up with the BBC for CBeebies Land

some of the country's best loved children's characters. CBeebies Land will add a different and original element to the already fantastic offering we have for young families."

Details: <http://lei.sr?a=A6d9X>

Last intact WW1 airfield gets £1.5m grant for restoration

A £1.5m grant from the National Heritage Memorial Fund has secured the future of an Essex aerodrome, believed to be the last intact World War I airfield.

Built in 1916, Stow Maries Aerodrome was a base for the 37 Squadron Royal Flying Corps,

which helped defend London from German bombing raids.

The grant will enable The Stow Maries Great War Aerodrome Trust to restore the airfield and open a museum to commemorate the pilots.

Details: <http://lei.sr?a=W9a6X>

MARK HARROD

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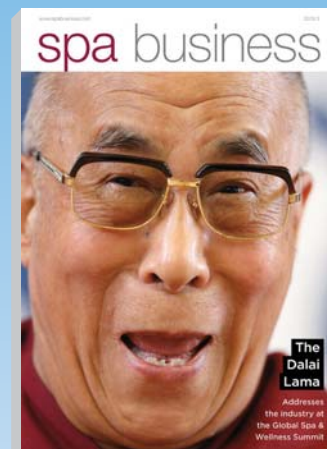
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Tourism chiefs courting Chinese

The UK is to be marketed to affluent Chinese tourists thanks to a partnership signed between VisitBritain and China UnionPay International (CUP).

The agreement will market Britain to the cardholders of China's leading banks and support increased acceptance of CUP cards in the UK.

This is part of Britain's efforts to become the most welcoming destination in Europe for Chinese visitors. The Chinese market was worth £300m a year to Britain in 2012. Provisional data shows that Chinese visits were up 21 per cent in the first half of this year, compared to 2012. In the last five years, there has been a 69 per cent increase in spend.

Chair of VisitBritain, Christopher Rodrigues, says: "This partnership marks a milestone with our work in China. We expect to further



New legislation was recently passed to relax inbound Chinese visa rules

expand our reach in the world's fastest growing outbound market, while providing more Chinese consumers with a greater level of convenience in Britain."

Chancellor, George Osborne, recently announced that it will become easier for Chinese visitors to get a visa. Details: <http://lei.sr?a=b6T9e>

New Wales action plan looks to push religion to visitors

The Welsh government has said that boosting faith tourism in the country will be a challenge.

Edwina Hart, minister for economy and transport, said attracting more visitors to places of worship and other sacred sites could give Welsh tourism a competitive edge.

But she said increasing the £12m UK tourists already spend visiting religious venues would be a major challenge.

Wales' Faith Tourism Action Plan outlines how to better use faith and religion as a viable tourist option. Details: <http://lei.sr?a=a3S9e>

Summer heatwave boosts tourism sector

The UK's summer heatwave through July and August has had a noticeable effect for hotels and attractions with a sizeable boost in national and international tourism, according to Visit England.

Statistics released by VisitEngland showed that more than half of the country's accommodation options (55 per cent) and two thirds of visitor attractions (66 per cent) witnessed an increase in visitor numbers from mid-July to the end of August.

"The unexpected heat wave of 2013 has certainly given English tourism a shot in the arm," with operators and destinations throughout the country reporting soaring figures," said Visit England's James Beresford. "What is especially



The summer heatwave has led to a boost in tourism across the UK

encouraging is that the improvement in visitor numbers has boosted optimism in the industry, with the majority of our business predicting 2013 to be better than 2012." Details: <http://lei.sr?a=8h8A5>

Deregulation on Entertainment



KURT JANSON

is the policy director of Tourism Alliance

It's been a long time coming but the Government is finally getting to grips with the need to cut the amount of regulation in the entertainment and hospitality sectors.

The Department for Culture, Media and Sport has started the process with the publication of a new consultation which aims to amend the Licensing Act 2003 in order to reduce the regulatory burden associated with providing public entertainment. The proposals in the consultation document have two main aims.

The first is to increase the public and social benefits associated with the provision of entertainment by making it easier for councils, schools, community groups and civil society organisations to put on cultural and sporting events by removing them from the entertainment licensing regime.

The second is to provide a boost to the commercial entertainment industry by removing the bureaucracy and cost burdens associated with small and medium sized businesses providing entertainment.

To achieve the first social aims they are proposing two main reforms. The first being that there should be an exemption for entertainment activities held by, or on behalf of, local authorities on their own premises. The second reform being proposed is an exemption from licensing for events with live and recorded music held on local authority or community premises provided that the event is staged between 8am and 11pm and the audience numbers no greater than 500 people.

On the commercial side, the Government is proposing that the performance of live amplified music or recorded music in a premises with an alcohol license will not require specific permission where the entertainment takes place between 8am and 11pm and the audience consists of no more than 500 people (the present maximum audience is 200 people).

Together, the proposals will be of considerable benefit to the boosting the offerings of tourism businesses and destinations and are a very welcome start to reducing the regulatory burden on the sector.

ISPA's Stimpson says the spa market is growing again

Speaking at the opening of the ISPA Conference & Expo in Las Vegas 21 October 2013, ISPA chair, Ella Stimpson announced the appointment of Miraval CEO Michael Tompkins as next year's chair and confirmed that recent ISPA research shows the major performance indicators for the sector – including spend, attendance and investment – are finally running ahead of pre-recessionary highs.

The theme of this year's conference was 'Grow' and Stimpson urged delegates to drive performance to make the most of the improved financial situation. Details: <http://lei.sr?a=c4r2G>



Kira Walton co-founded beauty company Voya

Voya co-founder recognised with entrepreneur award

Kira Walton, co-founder of Ireland-based organic seaweed beauty product manufacturer Voya, has been named Enterprise Ireland Female Entrepreneur of the Year at the seventh annual Women Mean Business Conference in Dublin.

Voya, which is known for producing a range of luxury certified organic seaweed-based products and therapies, was started five years ago and in that time has amassed a range of beauty products and therapies for hotel bedrooms, personal use, professional spas and the retail sector.

From a small start, Voya now exports its products to 35 countries worldwide and has continued to have triple/double digit growth from its inception.

The Enterprise Ireland WMB Female Entrepreneur of the Year Award was presented to a woman in the small to medium-sized business category who had achieved great results in her own business. The winner also had to clearly demonstrate export potential for her product or service, or show proven export success. Details: <http://lei.sr?a=W8u4t>

BABTAC opposes spa registers

The British Association of Beauty Therapy and Cosmetology (BABTAC) has expressed its dissatisfaction and distrust of the new Habia registers launching later this month.

Sector skills body Habia has developed a professional register for the spa, nails and beauty industries to help raise professional and quality standards and boost confidence.

An independent technical group and Habia's forums developed a set of universal standards to underpin the registers.

BABTAC says the registers, which involve therapists paying an annual fee of £35 (€41, US\$56), have the potential to "undermine the industry" and "could be viewed as a simple money-making scheme."

The beauty, nails and spa registers will be based on the Register of Exercise Professionals (REPs) model. REPs is run by Habia's parent company SkillsActive and currently has more than 30,000 members.

"Introducing a fee-paying register has the potential to negatively impact on standards, reducing them in order to facilitate more 'eligible' registrants," says BABTAC.



The register has been developed for the spa, nails and beauty sector

Kelly Ramsay, marketing manager, BABTAC says: "The registers have left too many stones unturned and we are advising our members to avoid paying the additional fees for little or no gain."

"We are more than willing to discuss this with Habia and look at an all-encompassing approach, alongside other industry parties: Until that point, we cannot and will not support an unchartered service which has a high risk of damaging the industry." Details: <http://lei.sr?a=G6B7E>

Cherkley Court gets approval from council

The former Surrey home of newspaper tycoon Lord Beaverbrook is to be transformed into a hotel, spa, golf course and cookery school.

Plans for the £60m transformation of the 380-acre estate in Leatherhead, had been vociferously opposed by locals, the CPRE and the National Trust, but Mole Valley District Council gave the go ahead in October.

Developers Longshot, which own the Soho-based Groucho Club, acquired the site in April 2011. More recently they bought Mickleham Downs Estate, which was Cherkley Court's former staff quarters and comprises cottages and 20 acres.

Longshot chief executive, Joel Cadbury, said: "Today's announcement that we have been granted planning permission represents a huge step forward on our journey. We have always said that we would create something truly outstanding at Cherkley Court and now we are ready to start work."



Plans were initially quashed by the High Court but will now go ahead

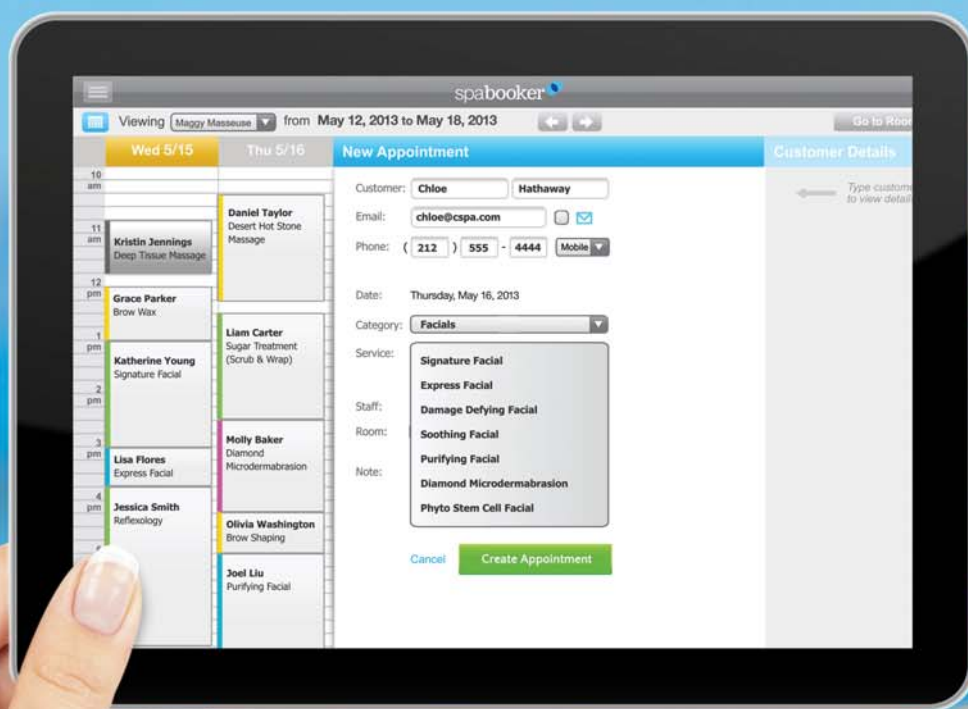
Plans include 28 five-star private rooms and suites and a brasserie and restaurant.

There will be an outdoor family swimming pool and a 20m indoor pool, plus gym including aerobics and holistic studios.

Both the health club and the spa will be located at the former coach house. The spa will offer wet and dry treatments and will have six single and two double treatment rooms, a sauna, steamroom and ice room, as well as a juice bar. Details: <http://lei.sr?a=W9R6T>

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Gehry to co-design Battersea Power Station

Frank Gehry – one of the world's most innovative architects – will co-design part of the £8bn project to redevelop Battersea Power Station as a mixed-use leisure project.

The Canadian American will jointly create a new shopping street and separately designed surrounding homes at the iconic site on the bank of the River Thames with UK-based architect Lord Foster.

The project in Nine Elms in London was granted outline planning consent in 2011 and is being undertaken in three phases, with the third phase comprising of two residential zones as well as a hotel, shops and restaurants.

The masterplan covers a full mixed-use redevelopment including new homes, offices, shops, restaurants and hotels as well as community, cultural and leisure facilities and has been agreed by English Heritage and Design Council CABE.



The £8bn redevelopment will include leisure facilities and housing

One side of the development is being designed by Foster+Partners, while the other will be designed by Gehry and his team, which is based in Santa Monica, California, US.

The 39-acre site was purchased in 2012 by a Malaysian consortium. It had been feared that the iconic Battersea Power Station chimneys would be lost but developers confirmed they would be retained. *Details: <http://lei.sr?a=X3z5n>*

Gym Group appoints property director

Jonathan Spaven has accepted a new position as property director with Britain's growing 24 hour budget gym chain, The Gym Group.

This announcement follows news in June that The Gym Group has secured £50m funding to grow the property portfolio, opening between 20 and 30 new gyms each year.

Spaven, who was previously Matalan's director of property, said: "The budget gym sector is growing, now occupying 18 per cent of the total gym market. Not bad for a concept which, before 2008, did not exist in the UK. In my previous role I managed a portfolio of 217 stores which has equipped me well for my new role at The Gym." Spaven will sit on the board of The Gym and will head up a team of four acquisition managers and a property development manager.



Jonathan Spaven has been appointed the Gym Group's new property director

John Treharne, CEO at The Gym Group, added: "Jonathan shares our common goal. A large part of his previous role has been to plan and implement a successful expansion strategy and it is this experience that we really hope to tap into to drive the growth of our property portfolio." *Details: <http://lei.sr?a=R6f9G>*



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DEVELOPMENT OF SPORTS FACILITIES



The London Borough of Enfield is inviting contractors to submit an expression of interest to design, build, finance, operate and maintain new sports facilities on the playing fields at Edmonton County School.

The facilities to be provided, which will be determined as part of a competitive dialogue process, will include a floodlit 11-a-side 3G synthetic turf pitch, a full size grass pitch, a number of outdoor floodlit all weather pitches, a 4 badminton court sports hall including changing and storage facilities plus reception and office accommodation for the School's PE Team. A long term lease will be granted at the site. The car park currently has 87 spaces at the school.

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

Completed pre-qualification questionnaires and all required supporting information must be received at the address shown below by 14:00 on Monday 25th November 2013.

Those wishing to obtain a pre-qualification questionnaire are requested to access the London Tenders Portal at www.londontenders.org. Any questions regarding the Portal are to be forwarded to Michael Sargeant at michael.sargeant@enfield.gov.uk.



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Spinpower offers first UK instructor course

Fitness equipment developer Star Trac has launched its first Spinpower Instructor Training course to provide certified spinning instructors, fitness professionals and enthusiasts with advanced education to understand the foundational principles of power.

The course teaches participants how to train and coach with power, use the Personal Spinning Threshold (PST) test to create individualised training zones and design profiles for power-based classes.

Instructors earn the official Spinpower Instructor certification after passing an online written and onsite practical assessment.

"The new Spinner Blade Ion bikes with power have no hiding place for the participant," said Abby McEvoy, Wellness Manager of Archive



Spinpower is now offering instructor training in the UK

Lifestyle. "Their heart rate, rpm and power output is displayed to them throughout the class, and so far the member's feedback we have received suggests that they are working much harder than before as they know when they are taking it easier." Details: <http://lei.sr?a=R9j7A>

Jordan Fitness give Laws training role

Functional fitness specialist, Jordan Fitness, has appointed Mark Laws as its new training academy manager for continued professional development training courses run through the Jordan Fitness Academy.

Mark Laws has worked in health and fitness for eight years, providing functional fitness training to people with a range of physical abilities and skills.

As the training academy manager at Jordan Fitness, Marks' role includes managing a team of trainers delivering workshops and seminars as part of the newly launched Results Based Training system through the REPs accredited Jordan Fitness Academy. Mark will also be developing new courses to support product launches and emerging fitness trends within the marketplace.



Laws will oversee management of the training academy at Jordan Fitness

As a strength and conditioning coach, Mark has trained players at Sheffield United Football Club, Castleford Tigers Rugby League and Yorkshire County Cricket Club and has worked with the Chinese 2008 Olympic Squad. In addition, Mark has lectured on athlete development for the International Ice Hockey Federation. Details: <http://lei.sr?a=y4p9x>

STA to launch Cornwall's largest swimming academy

Learner swimmers across Cornwall are set to benefit from the introduction of a new swim academy from the STA.

Tempus Leisure, which manages leisure services on behalf of Cornwall Council, will be working in partnership with the STA to launch

th academy at four centres starting this month and will operate at Polkyth Leisure Centre, Dragon Leisure Centre in Bodmin, Phoenix Leisure Centre in Launceston and Wadebridge Leisure centre. The scheme aims to raise teaching standards for swimming across the county.

Good training key for young people in our sector



IAN TAYLOR
is chief executive
at SkillsActive

The national average for young people making up a workforce is 13 per cent. In our industry it is 29 per cent. This is a statistic we are extremely proud of. It demonstrates just how appealing it is to be a part of our industry, which is a real benchmark of how we are presenting ourselves to the younger generation.

What we have to remember however, is that as well as bringing fresh enthusiasm and commitment, young people are also those who require the most training.

As the Sector Skills Council for Active Leisure, Learning and Wellbeing, it is our responsibility to ensure that not only do individuals have the opportunity for professional development, but also that training is of a high standard to maintain the high levels we have set in our sector.

That is why we are delighted to be working in partnership with 13 awarding organisations to ensure that employability levels remain excellent among young people, as a consequence of the qualifications earned by an individual.

These partnerships, established earlier this year, have been developed to ensure that a high level of quality is maintained across our sector, and that those new to our sector have been through the appropriate level of training.

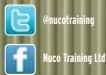
I have no doubt this will meet the needs of a number of employers, with whom we are working tirelessly to ensure that their new staff, be it anything from a full-time employee to an apprentice, has the necessary qualifications to be 'work ready' and hit the ground running.

These awarding organisations have years of experience developing qualifications in the industry and employers can be assured that when a qualification is earned, the appropriate skills have been learned and executed to a sufficient level.

We hope to be able to partner with more awarding organisations in the future as we continue to work toward our mission of: 'More People, Better Skilled, Better Qualified'.

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Legal cases and the lessons learned

A workshop for pool lifeguards, pool trainer assessors and pool supervisors is just one of a number of training courses and seminars that is being offered by QLM this year. The workshop will explore recent criminal and personal injury cases, including a recent case that led to a fine of £200,000 and how they impact on lifeguards and customers.

QLM are experts in pool management and their expert consultants have been engaged as expert witnesses on this and a number of other recent cases.

The 2013 programme includes:

- Fire Risk Assessment
- CIMSPA Health and Safety Management Certificate
- Service Excellence
- Behavioural safety
- 10th QLM Annual Health and Safety Conference

Details of these and other courses can be found on the QLM website at www.qlmconsulting.co.uk where individual course details and application forms may be downloaded.



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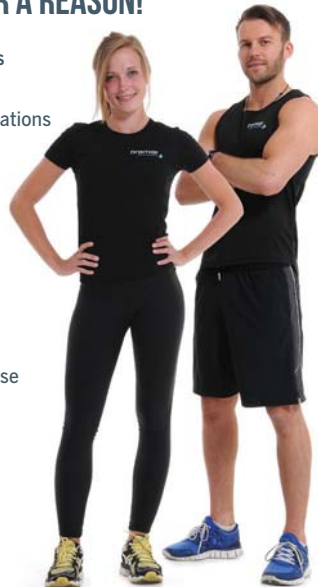
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PROPERTY ACQUISITION MANAGER

c£45,000+ significant bonus • Midlands/Northern Home Counties/East Anglia

The Gym Group has over 650,000 sq ft of Gym space across 38 locations, serving 600,000+ members and 7.5 million users a year. There are plans to open between 15 - 25 sites per year over the next few years, and over £40m of funding secured to aid the continued growth of this ambitious and exciting company.

The 13th fastest growing company in the Sunday Times Fast Track 100 and a top 15 Sunday Times Best Companies to Work For – the Gym Group increased revenues from £1.0 million in 2008/9 to £13.5 million last year: a result of opening 32 Gyms in the same period, delivering high quality facilities and a model that is fit for purpose for today's economic climate.



To spearhead its growth strategy across the Midlands, Northern Home Counties and East Anglia, the company is seeking to appoint an Acquisition Manager. Likely to be based in the midlands, this new role has been created to help accelerate the roll out plans of the Gym Group.

THE ROLE

- Identify opportunities across the Midlands, Northern Home Counties and East Anglia
- Manage the property acquisition process for suitable sites
- Deliver suitable acquisitions to time and budget
- Reporting to the Property Director
- Develop agency, landlord and developer networks across the Midlands, Northern Home Counties and East Anglia
- Help drive the business for significant growth in the Midlands, Northern Home Counties and East Anglia

THE CANDIDATE

- Preferably a qualified property professional with strong acquisition experience
- Preferably able to demonstrate a successful track record of acquisitions in the Midlands, Northern Home Counties and East Anglia
- Will have an extensive network of contacts of local and national agents, landlords, and developers and experience of managing external professionals
- Must have excellent negotiating skills and able to work independently
- Must have a strong understanding of the acquisition process from identification of potential sites to securing exchanges.
- Must have a good understanding of planning procedures

In addition to a competitive salary, significant bonuses are paid.

For a confidential discussion and to find out more about this exciting opportunity, please call our retained advisor Michael Emmerson on 07796 066158 or please apply in confidence by submitting your CV and a covering letter via our recruitment website:
www.leisureopportunities.co.uk/GymGroup/MidsAM



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CLOSING DATE:
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Health & Fitness Specialist

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Here at Gerflor we have been kicking around the idea for a new business development opportunity.

Having developed and delivered many numerous entrepreneurial product concepts in the past, several of which were absolute triumphs, we came up with the idea to sell or lease exercise, fitness and conditioning flooring in to the Health & Fitness Market.

We are an International half billion euro turnover company with market leading innovative flooring products:



- **Taraflex Sports Flooring** – used at every Olympic Games since 1976 and a true Sports & Conditioning Floor.
- **GTI Tile** – a loose lay interlocking fitness tile
- **ClIC Luxury Vinyl Plank** – A loose lay high end wood effect plank and mineral tile
- **Contract Range** – A number of architectural products for use in corridors, changing rooms, reception areas, food and beverage and back of house.

Our current Fitness Portfolio include:- David Lloyd Leisure, The Gym Group, Virgin Active, Life Leisure, Leisure Connection, Fitness First plus others.

You will be:- A confident self starter who is currently working in a local or regional field sales role. Experienced in solution sales, strategic/ conceptual selling with a good understanding of the UK and Global health and fitness market (Key players, brands and trends etc).

Your skill set:- Understand sales/ specification process. Time management and organisational skills. Ability to project manage. IT literate. Marketing planning & campaign experience.


APPLY HERE
Be sure to include BOTH
a resume and a Letter of
Conviction to slmack@gerflor.com

You could be our next ROCK STAR!

Head of Cultural and Leisure Services

Ribble Valley Borough Council



PO16-PO19 (£41,148 - £43,842) plus Lease Car 37 hours per week. Job ref. COM430.

As we face the challenge of providing excellent services with limited resources, we are looking for an exceptional candidate who is seeking the opportunity to develop their leadership skills - and their career - in Cultural and Leisure Services.


We need you to provide strategic leadership of the Council's Cultural and Leisure Services, to ensure the development and promotion of Tourism, Sports and Arts across the borough.


Experience of strategy and policy development in the field is essential as is the ability to effectively manage facilities and staff.


Educated to degree level, candidates must also be able to manage budgets and be self motivated, enthusiastic, flexible and dedicated.

Further information can be found at <http://www.ribblevalley.gov.uk/jobs>.
For an application pack: call 01200 414596 (24 hour answerphone) or email: personnel@ribblevalley.gov.uk and quote job ref. number: COM430

Closing date for applications - Friday 15 November 2013. Interviews to be held on Monday 25 November 2013.

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THE HOGARTH GROUP

Full-Time & Part-Time Personal Trainers

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The Hogarth Group are currently recruiting dynamic Personal Trainers to work in their premium health, leisure and sports clubs; The Hogarth Health Club and The Park Club, located in west London.

Immediate opportunities await talented professionals who are passionate and caring about promoting exercise, activity and nutritional change to promote a Wellness Lifestyle.

The clubs have recently been refurbished with Technogym's amazing Artis and Excite CV, strength and functional training equipment. The equipment is linked to the very latest Unity interactive console and cloud based Wellness System trainer 'apps' to provide the ultimate package for the Personal Trainers' to help members to achieve their goals.

The successful candidate will relish interacting with members and will possess a thorough knowledge of pre-exercise screening, exercise planning and health behaviour change. A sports science degree / diploma / ACSM qualifications are desirable. Candidates must be proactive and take pride in working in a highly skilled team environment within clubs that offer exceptional member service.

Candidates should send a CV and supporting cover letter to: Terry Rodham, Group Health & Fitness Manager at terry@thehogarth.co.uk

www.thehogarth.co.uk / www.theparkclub.co.uk

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



Public Relations Account Manager/Sport and Fitness, Promote PR Ltd, Maidenhead, UK
Operations Implementation Manager, Chester Zoo, Chester, UK
Senior Manager, European Operations, IAAPA, Europe
Lifeguard, Everyone Active, Stratford Upon Avon, UK
Sales Prospector & Brand Promoter, énergie group, Bracknell, UK
Operations Manager - maternity cover, triyoga, London, UK
Trainee Personal Trainer, The Training Room, Nationwide, UK
Services Manager, Anchor, Bishopstoke Park, Eastleigh, UK
General Manager, Ilkley Lawn Tennis and Squash Club, West Yorkshire, UK
Sport Participation Officer, University of Brighton, Based at Falmer, UK
Centre Manager, Morris Centre (Centre Club), Birmingham, UK
Leisure Assistant (3 positions available), De Montfort University, Leicester, UK
Personal Trainer - Flexible working hours, YMCA Club, Central London, UK
Sales and Marketing Manager, Xercise 4 Less, Nationwide, UK
Operations Manager, Xercise 4 Less, Nationwide, UK
Membership Consultant, Xercise 4 Less, Nationwide, UK
Personal Trainer, Xercise 4 Less, Nationwide, UK
Facilities Manager, West Bromwich Albion Football Club, West Midlands, UK
Head of Cultural and Leisure Services, Ribble Valley Borough Council, Lancashire, UK
Duty Manager, University of Surrey-Surrey Sports Park, Guildford
Sports Coach Trampoline, Luton Sixth Form College, Luton, UK
Sports Coach Tennis, Luton Sixth Form College, Luton, UK
Sports Coach Table Tennis, Luton Sixth Form College, Luton, UK
Business Development, Gerflor Ltd, Warwick - National Role & Travel, UK
Divisional Business Manager, Fusion, Lewisham, UK
Divisional Business Manager, Fusion, Hounslow, UK
Divisional Sports and Community Development, Fusion, Location: City of London, UK
Recreation Assistant, Fusion, Temple Cowley Pools, Oxford, UK
Team Leader (Full-time), Finesse Leisure Partnership, Hatfield, UK
Recreation Assistant (Full-time), Finesse Leisure Partnership, Hatfield, UK
Club Promotional Staff, énergie group, Bromley, UK
Personal Trainer, énergie group, Kilburn, UK
Club Promotional Staff, énergie group, Cricklewood, UK
Assistant Manager, énergie group, Highbury, UK
Personal Trainer, Énergie Group, Wilmslow, UK
Account Manager, Cascade3d, South, UK
Full-Time Swimming Coordinator, Sylvestrian Leisure Centre, London, UK
Junior Development Officer, The Swimming Teachers' Association, Walsall, UK
Personal Trainer, Pure Gym Limited, Lambeth, London, UK
Personal Trainer, Pure Gym Limited, Sheffield North, UK
Personal Trainer, Pure Gym Limited, Granton, Edinburgh, UK
Personal Trainer, Pure Gym Limited, Manchester Debdale, UK
Personal Trainer, Pure Gym Limited, York, UK
Centre Manager, Parkwood Leisure, Torbay, UK
Casual Recreation Assistants, Parkwood Leisure, Thatcham, UK
Trainee Duty Manager, Parkwood Leisure, Nottingham, UK
Trainee Duty Manager, Parkwood Leisure, Buckinghamshire, UK

Dance Instructor (Part Time), Parkwood Leisure, Rushcliffe, Nottingham, UK
Casual Recreation Assistants, Parkwood Leisure, Exeter, UK
Gym and Spa Operative, Motive8 Group Ltd, West London, UK
Tutor, Leisure Industry Academy, Nationwide, UK
Personal Trainer, DW Sports Fitness, Huddersfield, UK
Senior Manager, European Operations, IAAPA, Europe
Operations Implementation Manager, Chester Zoo, Chester, UK
Public Relations Account Manager/Sport and Fitness, Promote PR Ltd, Maidenhead, UK
Project Director, The Dreamland Trust, Margate, UK
Visitor Centre Manager Gins, Chivas Brothers, Plymouth and Kennington, London, UK
Gardens Events and Visitors Coordinator, Capel Manor College, Enfield
Visitor Centre Assistants Gins (Full and Part Time), Chivas Brothers, Kennington, London, UK
Leisure Club Operations Manager, The Manor of Groves Hotel, Sawbridgeworth, Hertfordshire, UK
Contract Impact Membership Consultant, Everyone Active, Epping, UK
Tutor / Student Mentor, Amac Training Ltd, Canterbury, UK
Full-Time and Part-Time Personal Trainers, Hogarth Group - The Park Club, London, UK
Football Coaches, The Sports Factory, New Jersey, United States
Swimming Teacher, Everyone Active, Malvern, UK
Swimming Teacher, Everyone Active, Malvern, UK
Lifeguard, Everyone Active, Studley Leisure Centre, Warwickshire
Recreation Assistant, Everyone Active, Malvern, UK
Lifeguards, Everyone Active, Northolt, UK
Creche Lead, GLL, South Oxfordshire, UK
Creche Lead, GLL, Wimbledon, UK
Health and Wellness Director, Atmantan, India
Spa Therapists, Le Bristol, Paris, France
Spa Manager, The Domain Bahrain, Manama, Bahrain
Spa Receptionist, Dorchester Collection, London, UK
Hairstylist, The Manor, New Delhi, India
Colourists, The Manor, New Delhi, India
CheFandB, Atmantan, India
Aqua Sana Manager, Center Parcs, Sherwood Forest Holiday Village, Nottinghamshire, UK
Healers of all types, The Manor, New Delhi, India
Gym and Spa Supervisor, Motive8 Group Ltd, West London, UK
Spa Therapists, The Manor, New Delhi, India
Assistant Spa Therapist, Spa LONDON, GLL, Epsom and Ewell Borough Council, UK
Assistant Spa Therapist, GLL, Tower Hamlets, London, UK
Kids Entertainer, LeisureForce, Abu Dhabi, United Arab Emirates
Assistant Spa Therapist, GLL, Westminster, London, UK
Assistant Spa Therapist, GLL, Islington, London, UK
Assistant Spa Therapist, GLL, Merton, London, UK
Personal Trainer, Pure Gym Limited, West Bromwich, UK
Personal Trainer, Pure Gym Limited, Dundee, UK
Team Leader, Everyone Active, Daventry, UK

Sales Supervisor, GLL, South Bucks, UK
Sales Supervisor - Fixed Term Maternity Cover, GLL, Chilterns, UK
Sales & Fitness Service Manager, GLL, Chiltern Pools, UK
Health & Fitness Service Manager, GLL, York, UK
Fitness Manager, Parkwood Leisure, Sidcup, UK
FT Badminton Development Officer, Redbridge Sports & Leisure, Barkingside, UK
Sales Consultant (TEMP), DW Sports Fitness, Glasgow Fort, UK
Personal Trainers, The Gym Group, London Vauxhall, UK
Personal Trainers, The Gym Group, Waterloo, UK
Personal Trainers, SimplyPT Personal Training, Stockport
Casual Coaching Opportunities, Enfield Council, Enfield, UK
Sales/Club Manager, Anytime fitness, Central London, UK
Assistant Pool Manager, Parkdean, Porthcawl, UK
Sales Consultant, DW Sports Fitness, Halifax, UK
Duty Manager, GLL, High Wycombe, UK
Service Manager - Events, GLL, Bethnal Green, UK
Health & Fitness Supervisor, GLL, Hackney, UK
Healthwise Facilitator, GLL, Royal Borough of Greenwich, UK
Contract Membership Manager, Everyone Active, Epping / Loughton / Ongar and Waltham Abbey
Duty Manager, Parkwood Leisure, Solihull, UK
Duty Manager, DW Sports Fitness, Cambridge, UK
Head of Business Development, Parkwood Leisure, Worcester, UK
Personal Trainer, Pure Gym Limited, Holloway Road, London, UK
Sales Team, DW Sports Fitness, Huddersfield, UK
Sales and Retention Manager, DW Sports Fitness, Huddersfield, United States
General Manager, DW Sports Fitness, Warrington, UK
Public Relations Account Manager/Sport and Fitness, Promote PR Ltd, Maidenhead, UK
Operations Implementation Manager, Chester Zoo, Chester, UK
Duty Manager, DW Sports Fitness, Blackpool, UK
Personal Trainer, DW Sports Fitness, East Kent, UK
Personal Trainer, DW Sports Fitness, East Midlands, UK
Personal Trainer, Pure Gym Limited, Runcorn, UK
Personal Trainer, Pure Gym Limited, Warrington, UK
Personal Trainer, Pure Gym Limited, Birmingham West, UK
Personal Trainer, Pure Gym Limited, Manchester, Moston, UK
Personal Trainer, Pure Gym Limited, Southampton, UK
Franchise Opportunity, Premier Sport, Nationwide, UK
Membership Sales Advisor, Énergie Group, Wilmslow, UK
Club Manager, énergie group, Maidstone, UK
Personal Trainer, Énergie Group, Harlow, Essex, UK
Personal Trainers, The Gym Group, Gloucester, UK
Assistant General Manager, The Gym Group, London Alperton, UK
Personal Trainer, Pure Gym Limited, Walton on Thames, UK

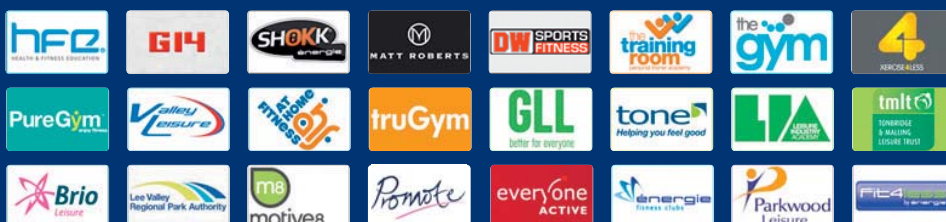
Personal Trainer, Pure Gym Limited, Wolverhampton Bentley Bridge, UK
General Manager, DW Sports Fitness, Blackpool, UK
General Manager, DW Sports Fitness, Blackburn, UK
Assistant General Manager, DW Sports Fitness, Swindon, UK
General Manager, The Gym Group, London Wembley, UK
Duty Manager, DW Sports Fitness, Inverness, UK
Duty Manager, DW Sports Fitness, Poole, UK
Swim Teacher, Everyone Active, Fareham, Hampshire, UK
Fitness Apprenticeship, Everyone Active, Fareham, UK
Sales Consultant (TEMP), DW Sports Fitness, Inverness, UK
Personal Trainer, Pure Gym Limited, Wolverhampton Bentley Bridge, UK
Sales and Retention Manager, DW Sports Fitness, Tunstall, UK
Assistant General Manager, DW Sports Fitness, Oldham, UK
Sales and Retention Manager, DW Sports Fitness, Bury, UK
Admin Manager, DW Sports Fitness, Barrow-in-Furness, UK
Duty Manager, Parkwood Leisure, Desborough, UK
Personal Trainer, Pure Gym Limited, Wolverhampton Bentley Bridge, UK
Trainee Duty Manager, Parkwood Leisure, Wycombe, UK
Tennis Coaching Apprenticeship, Parkwood Leisure, North Devon, UK
Tennis Coaching Apprenticeship, Parkwood Leisure, Southend, UK
Apprenticeship, Parkwood Leisure, Nationwide, UK
Assistant General Manager, DW Sports Fitness, Canterbury, UK
Group Exercise Instructors (Freestyle and Les Mills), DW Sports Fitness, Huddersfield, UK
Personal Trainer, DW Sports Fitness, North Wales, UK
Personal Trainer, DW Sports Fitness, North West England, UK
Assistant Spa Therapist, Spa LONDON, GLL, Epsom and Ewell Borough Council, UK
Sales and Retention Manager, DW Sports Fitness, Poole, UK
Personal Trainer, Pure Gym Limited, Luton, UK
Front of House Receptionist - Full time position, Everyone Active, Watford, UK
Swimming Teachers, Everyone Active, London, UK
Personal Trainers, The Gym Group, Luton, UK
Swimming Teachers, Everyone Active, London, UK
GP Exercise Referral, Focus Training, Nationwide, UK
Fitness Manager, Parkwood Leisure, Bristol, UK
Assistant General Manager, DW Sports Fitness, Bromborough, UK
Membership Consultant, Everyone Active, Eston, UK
Personal Trainers, Everyone Active, Watford, UK
Personal Trainer, Pure Gym Limited, Aberdeen, UK
Health & Fitness Supervisor, GLL, RedHill, UK
Recreation Assistant, Parkwood Leisure, Solihull, UK
Swim Lesson Manager, Everyone Active, Daventry, UK
Front of House Manager, Everyone Active, Fareham, UK
Maintenance Manager, Parkwood Leisure, Torbay, UK

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Popcorn numbs the advertising effect

Eating popcorn and other snacks could make cinema viewers immune to advertising, according to a new study published in the *Journal of Consumer Psychology*.

The human brain is capable of remembering advertised brand names because of the role of our lips and tongue, which automatically simulate the pronunciation of certain words and phrases when we hear them. This helps advertisements as every time we hear the phrase again, the words are subconsciously practiced through what's known as our 'inner speech'.

Scientists working at Cologne University discovered the impact of popcorn on our 'inner speech' when they invited 96 filmgoers to a cinema screening which included a film preceded by advertisements.

Half of the room were supplied with free popcorn, while the other half were given a sugar cube that dissolved instantly in their mouths. After the screening the participants were given psychological tests to look for reactions to the advertisements shown at the start of the film. It was found that for



Half of participants had popcorn while the other half had sugar cubes

those who had been given popcorn, there had been no significant impact attributable to the adverts or the products they advertised.

However, those who had been given a sugar cube showed positive results towards the products when they re-encountered the advertisements.

"The mundane activity of eating popcorn made participants immune to the pervasive effects of advertising," said Sascha Topolinski, one of the project's leading researchers. Details: <http://lei.sr?a=Q2PoW>

Branson backs Whole World Water

The Whole World Water campaign is asking the hospitality industry to stop selling branded bottled water in favour of its own filtered water. The campaign is gathering pace, with more operators signing up to the initiative.

Hotels pay a licence fee to become a member, which gives them use of the Whole World designer water bottle. Members then filter their water on site, bottle it and sell it, contributing 10 per cent of the proceeds to the Whole World water fund.

Launched in March this year, the campaign wants to raise US\$1bn a year to fund safe, clean drinking water projects around the world.

The campaign is the brainchild of Karena Albers and Jenifer Wilig. "The Whole World Water model is designed to combat environmental, health and economic issues, as it delivers radical change and drives a more robust bottom-line across the industry," says Albers.



Founder of the Virgin Group Richard Branson

Members include Soneva Fushi, Virgin, Banyan Tree, Dusit Hotels and Resorts and the Tao Restaurant Group.

Advisor to the campaign and founder of the Virgin Group, Richard Branson, said: "We believe business must be a force for the good, using its influence and resources to help find solutions to some of the world's major issues." Details: <http://lei.sr?a=m6o5u>

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