

leisure opportunities

9 - 22 July 2019 Issue 766

Your careers & recruitment partner

Merlin sold in US\$7.49bn mega deal

Global attractions giant, Merlin Entertainments, has been sold to the family behind toy firm Lego in partnership with two other investors in a deal at 12 x EBITDA.

Merlin is currently the world's second largest family entertainment company – with Disney being the largest – and it has more than 130 attractions around the world.

The acquisition values Merlin's shares at £4.8bn plus a further £1.1bn in debt. The deal will see a newly created entity, Bidco, take control of 70 per cent of Merlin's shares.

Bidco is owned by Kirkbi – a wholly owned subsidiary of KIRKBI A/S, the private holding and investment company of the Kirk Kristiansen family which manages the Lego brand – private equity giant Blackstone Core Equity Partners and Canadian pension fund CPPIB.

In a statement, Merlin said: "The independent directors of Merlin Entertainments are pleased to announce that they have reached agreement



■ CEO Nick Varney has been at the helm of Merlin Entertainments since its inception.

on the terms of a recommended cash offer to be made by Bidco for the entire issued and to be issued share capital of Merlin – other than Merlin Shares owned or controlled by Kirkbi.

Merlin, which was floated on the London Stock Exchange in 2013, will have its shares de-listed as part of the deal.



The consortium recognises that significant, long-term investment is required to ensure longevity

Bidco



SPORT

Prince Harry backs £40m community sports campaign

Plan offers disadvantaged communities opportunities

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Indoor cycling operator SoulCycle opens London site

Elizabeth Cutler and Julie Rice founded the venture in 2006

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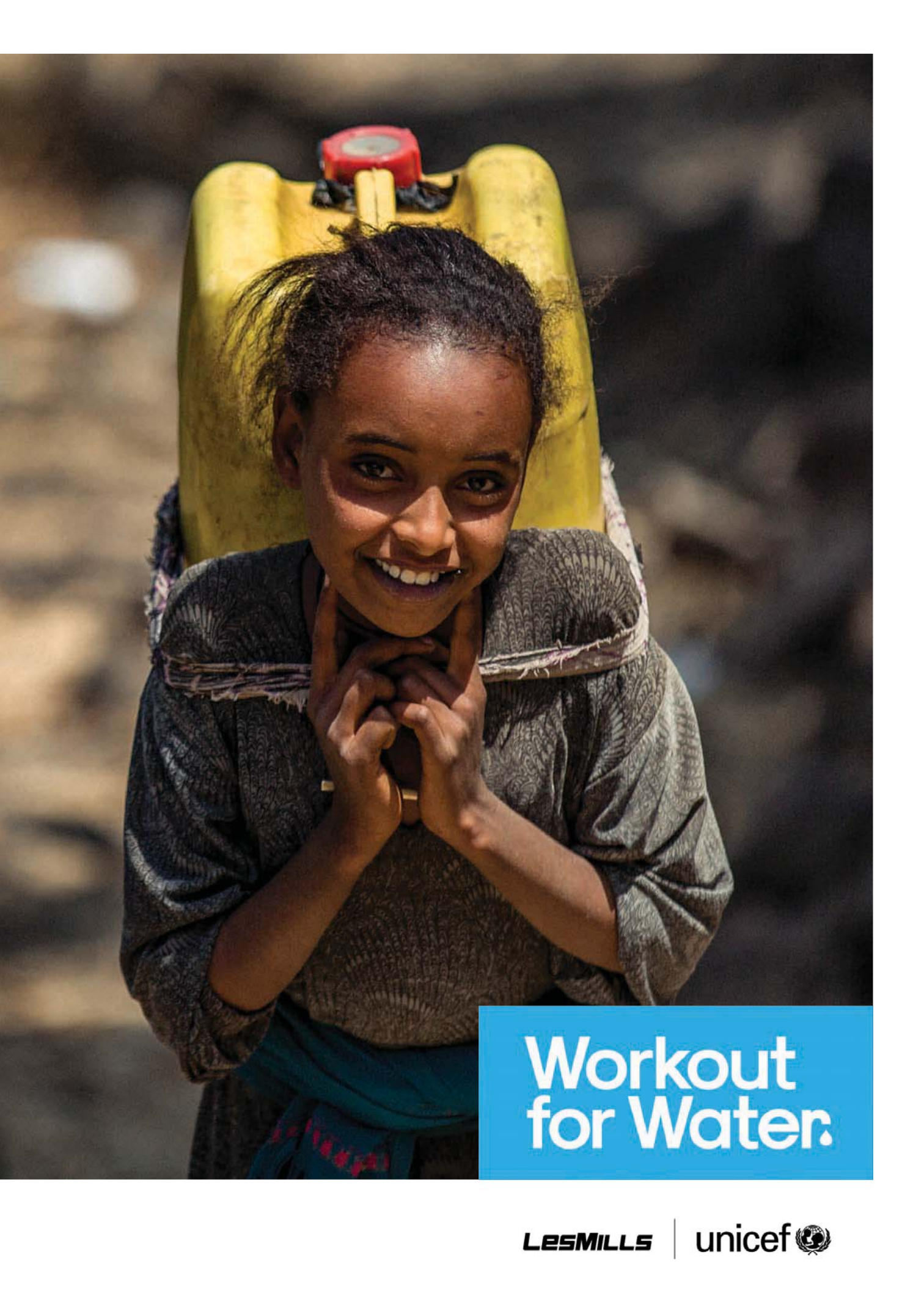
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Everyone Active and **Max Whitlock** launch competition to find 'next Olympic champion'

Everyone Active and double Olympic champion Max Whitlock have joined forces to unearth the next generation of gymnastic talent.

The two have launched an initiative called "Mini Max", which will offer keen young gymnasts the opportunity to win one-to-one mentoring sessions with Whitlock.

Aimed at children aged between seven and 11, the competition will run until December 2019 and will see coaches at Max Whitlock Gymnastics Powered by Everyone Active organise sessions in which young talent will be assessed.

Based on the Max Whitlock Gymnastics scheme criteria,



■ The 'Mini Max' initiative will offer keen young gymnasts the opportunity to win one-to-one mentoring sessions with Whitlock

"I'm proud that Max Whitlock Gymnastics and Everyone Active are offering more children the opportunity to try and enjoy the sport"

two gymnasts will be selected to compete in front of the country's most successful gymnast to win bespoke

training sessions and regular updates with Whitlock.

The Max Whitlock Gymnastics Powered

by Everyone Active – currently delivered at 30 leisure centres across the country – aims to get one million children engaged in the sport by 2022.

"The new Mini Max competition is a fantastic opportunity for children taking part in the Max Whitlock Gymnastics programme at Everyone Active centres and I'm so excited to see the talent we have in the programme," said Whitlock.

"I'm so proud that Max Whitlock Gymnastics and Everyone Active are offering more children the opportunity to try and enjoy the sport that has meant so much to me and my family."

Ana Prvački videos bring new slant to de Young museum through Google Lens



■ Prvački has made a series of short videos about the de Young museum, using Google Lens

A Google Lens integration between the de Young museum in San Francisco and the Google Arts & Culture team has gone live, providing an alternative guided tour of the museum via smartphone.

Google Lens will recognise artwork exhibits in the American art collection on the second floor of the museum, which is part of the Fine Arts Museums of San Francisco institution, bringing up relevant descriptions

"The nine witty and playful videos each address a different idea, relating the de Young's context to topics"

and hidden stories told by museum curators.

At specific places while walking around the museum, specially created videos will also be triggered. The de Young has enlisted the services of Serbian-born 2017 artist-in-residence Ana Prvački to create these videos, working with creative production company and Relevator in Austin, Texas.

The nine witty and playful videos each address a different idea, relating the de Young's context to topics ranging from ancient myth to personal intimacies, and environmental matters to vision exercises.

Two sculptures will also be installed in connection with the project: a music stand in the Piazzoni Murals Room, and a bee memorial in the Osher Sculpture Garden.



■ Hilborne is an experienced campaigner for policy changes

{ **"Was the centre of my life when I was young, and it taught me leadership, teamwork and resilience"** }

Stephanie Hilborne named CEO of Women in Sport

Women in Sport has appointed Stephanie Hilborne OBE as its new chief executive.

Hilborne, who is currently CEO at The Wildlife Trusts, is an experienced campaigner for change, as well as driving developments in both policy and government legislation.

She has worked in nature conservation for more than 20 years and was instrumental in the introduction of the Marine & Coastal Access Act 2009 and the Natural Environment White Paper 2011.

According to a statement from Women in Sport, her ability to "change opinions and behaviour" was a deciding factor in her appointment, as her skills "will be vital for the next phase of Women

in Sport's work creating equal opportunities for women and girls in sport".

On her appointment, Hilborne commented: "Sport is something I'm hugely passionate about; it was the centre of my life when I was young, and it taught me leadership, teamwork and resilience.

"After many years in the environment movement, I am delighted to have the opportunity to help Women in Sport with its mission to break down barriers to girls and women participating in sport, unimpeded by social expectations."

Hilborne will officially take up her post at the end of October 2019 and replaces the outgoing Ruth Holdaway.

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■ The Academy experience will also act as an extended trial with Storey Racing, Dame Sarah Storey's professional race team

Škoda and **Dame Sarah Storey** launch female-only cycling academy

Car manufacturer Škoda has teamed up with 10-time Paralympic champion Dame Sarah Storey to launch a cycling academy for female cyclists who have aspirations to compete professionally.

The Škoda DSI Cycling Academy is open to female cyclists aged between 17-25 and aims to provide young amateur cyclists with a pathway to the elite level.

It will give riders the experience of being a professional rider, covering

"The academy is about promoting women within our sport, creating opportunities to race on a professional level"

the performance, nutrition and media profile required to be a modern-day professional cyclist.

Fifty applicants were invited to a testing day on 10 June at the Lee Valley VeloPark, where they received mentoring from Storey and competed for a place on the programme.

The five best-performing cyclists were handpicked

by Storey, who has been appointed as Academy Principal.

"Škoda is a strong advocate for gender equality in professional cycling," said Storey.

"The Škoda DSI Cycling Academy is about promoting women within our sport, creating opportunities and clearing a path to race on a professional level."

Prince Harry backs major new £40m community sports campaign

A major new Sport England campaign, aiming to use sport as a force for good, has received the royal approval from Prince Harry, Duke of Sussex.

The four-year Made By Sport campaign will champion the role sport can play in changing lives and raise up to £40m worth of funding in order to create sporting opportunities in disadvantaged communities.

The launch of the campaign was attended by Prince Harry, who said investment in grassroots sports would save "hundreds of millions of pounds" in treating the problems of a "lost generation" of young people.



■ Prince Harry was joined at the launch of the Made By Sport campaign by former world champion boxer Anthony Joshua

"You can always separate the people who have had sport in their lives from a very young age, compared to the people that haven't"

"You can always separate the people who have had sport in their lives from a very young age, compared to

the people that haven't," he said. "It helps with setting core values, and I believe that if you don't have sport

in your life then it will be a very isolated journey.

"We have a responsibility – through this campaign – to ensure places that are being shut down are not being shut down and that people from all walks of society and every corner of this country are given the opportunity to shine."

Made By Sport intends to reach its target through a combination of corporate partnerships and public fundraising initiatives.

Part of the campaign's initial support will be provided by Luxury goods powerhouse Richemont.

• *Prince Harry has also been elected president of African Parks Network. To read more, turn to page 30.*



■ Coxon will manage all aspects of the company's growth across Europe

Mindbody appoints **Phil Coxon** as new European MD

Fitness tech business Mindbody has appointed Phil Coxon as managing director for its European operations.

As MD of Mindbody Europe, Coxon will be tasked with managing all aspects of the company's growth across the continent. He will replace Kevin Teague in the role, who has taken on the position of head of strategic accounts, relocating to the company's head office in California.

Coxon joins the company from automotive software company MotorK, where – as chief revenue officer – he helped the firm scale across Europe. During his career

he has also worked at commerce marketing company Criteo.

"I've worked in the software industry across various roles, but I have never felt as connected to a company like I do Mindbody," Coxon said.

"I'm excited to be joining at a time of growth and look forward to expanding Mindbody across Europe. I believe in purpose-driven business, which is why the values and ethos as a company really resonated with me and I'm humbled to be joining a company that truly cares about its staff and customers, and its mission to make people's lives happier and healthier".

"I believe in purpose-driven business, which is why the values and ethos as a company really resonated with me"

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Gurpreet Liddar
+44 (0)1462 471914



Newsdesk
Jane Kitchen
+44 (0)1462 471929



Newsdesk
Tom Walker
+44 (0)1462 431385



Newsdesk
Tom Anstey
+44 (0)1462 471916



Circulation
Joe Neary
+44 (0)1462 471910

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MY CAREER

Leisure industry professionals share how they got to where they are today

Zoe Saccoccio

OWNER, TURTLE TOTS

WEST YORKSHIRE

Turtle Tots

{ Think outside the box and don't be put off by anyone else's more conventional ideas }

Zoe Saccoccio began her career as an estate agent before joining Turtle Tots in 2014. She now owns and operates her own swimming pool and swim school: Turtle Tots West Yorkshire.



and maintaining a pool plant room, the learning curve has been huge."

What are your future goals?

"When I set out to build the pool, location was very important because I wanted local people in the residential area of North Leeds to be able to access it without having to travel

too far. When it first opened in May 2019, we started with 94 clients and aim to have 200 swimmers enrolled within the next 12 months."

Tell us about your career

"I started out with Turtle Tots in October 2014 after having my children. Prior to this I was an estate agent, but I found trying to achieve a good work life balance was difficult. I wanted to find a new career opportunity that would enable me to run my own business and provide flexibility for my family – while also being rewarding and challenging. I found Turtle Tots.

I initially ran the swim school alone, teaching 28 clients from two pools, and doing all the marketing and admin. When I reached around 100 clients, I took on my first swimming teacher, and as the business, and my confidence, progressed I expanded, taking on an admin lady and a second teacher, also deciding to outsource my online marketing, which helped massively with brand awareness and growth.

After a couple of years, the business stabilised at around 200 clients and I realised that without a major change, the franchise would continue to stay at this level. I decided to look into how I could build my own swimming pool, and last year finally took the plunge. The project has been a major rollercoaster, but I've learned so much in the process – from the initial planning approval stage to the technicalities of building

What's the best piece of career advice you've been given?

"Think outside the box and don't be put off by anyone else's more conventional ideas. I firmly believe that if you work hard, focus on your business and surround yourself with like-minded people, the rewards will come."



■ Zoe Saccoccio has been working with Turtle Tots since 2014

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BOUTIQUES

Rathbone Boxing Club opens in London

A boxing club looking to bridge the gap between authentic boxing training and a boutique fitness experience has launched in London.

With a stated USP of being “steeped in the heritage of the sport of boxing”, Rathbone Boxing Club has set out to deliver the spirit of the traditional, spit-and-sawdust boxing gym – but with the added comforts of a boutique setting.

Located on Rathbone Street in the heart of London’s Fitzrovia, the venue has been kitted out with a boxing ring, punch bags, speedballs, skipping ropes and all the equipment associated with traditional boxing training.

It will also offer a range of classes, workshops and bespoke training delivered by a team of coaches, led by professional boxing trainer Adam Booth.

During his career, Booth has worked with the likes of David Haye, Andy Lee and Ryan Burnett and has helped curate the class programme with Rathbone Boxing Club founder Manya Klempner.

“The demand for boxing based fitness is stronger than ever, but we noticed there is no middle ground – the choices are either the boxing “inspired” studio, or the traditional, gritty clubs which are full of soul but can be intimidating,” Klempner said.

[More: http://lei.sr/N7U5k_0](http://lei.sr/N7U5k_0)



■ The studio's USP is to mix boxing with a boutique experience



**The demand for
boxing-based fitness
is stronger than ever**

Manya Klempner

NEW OPENING

The Gym Group offers free passes to 'stressed teenagers'



The idea is to offer teenagers the opportunity to clear their heads and energise before and after their exams

The Gym Group

The Gym Group has launched a marketing campaign targeting teenagers who are in the midst of their exam period.

The budget chain is offering free six-week memberships to 16 to 18-year-olds, with the messaging suggesting that joining a gym can help them combat exam-related stress. The offer will run until the 16 July and will offer teenagers access during off-peak hours – from 9.30am and 4pm, seven days a week.

In a statement, The Gym Group said: “The idea is to offer teenagers the opportunity to clear their heads and energise before and after their exams.”



■ The chain is offering free six-week memberships

The offer has been made available across the group’s 160-strong portfolio of gyms.

The campaign follows research by the operator, which suggested that 77 per cent of teens feel that exams and revision cause “increased levels of anxiety and stress” – and that 80 per cent believe that exercise helps to overcome feelings of stress and improve confidence.

[More: http://lei.sr/h6P9b_0](http://lei.sr/h6P9b_0)

BOUTIQUE

Indoor cycling operator SoulCycle opens London site



**Our riders say
SoulCycle is changing
their lives**

Elizabeth Cutler & Julie Rice

US-based indoor cycling operator SoulCycle has opened its first UK location.

Located on Soho's Great Marlborough Street, the boutique studio is the first site to open outside the US and Canada, where SoulCycle currently operates 90 sites.

The studio features 63 indoor bikes and will offer 45-minute long classes set in a dark candlelit room to high-energy music.

Founded by entrepreneurs Elizabeth Cutler and Julie Rice in 2006, the method has become very popular among a host of US celebrities.



■ The studio will offer SoulCycle's trademark 45-minute classes, set in a candlelit room to music

"We call it a cardio party," the pair say. "Our riders say it's changing their lives. With every pedal stroke, our minds clear and we connect with our true and best selves."

"Through this shared experience, our riders develop an unshakeable bond with one another. Friendships are made and relationships are built. In that dark room, our riders share a Soul experience."

[More: http://lei.sr/N3n4P_0](http://lei.sr/N3n4P_0)

MANAGEMENT

Total Fitness "reverses decline in membership"

Health club operator Total Fitness has completed a turnaround of its fortunes, reversing a "steady decline in membership" in the past 12 months.

The company, which operates 17 health clubs across the North of England and Wales, has halted a long-term decline in memberships – including a 10 per cent fall in the 12 months to May 2018.

Latest figures up to June 2019 show that the operator has managed to up its membership by 6,000 during the year. The revival comes less than 12 months after a new management



■ The turnaround has been credited to a "new purpose"



**There was a lack
of trust, of clear
purpose, and of belief**

Sophie Lawler

team, led by CEO Sophie Lawler, took charge.

Lawler said the turnaround has been achieved through fixing critical issues.

"There was a lack of trust, of clear purpose, and of belief," Lawler said.

"We reacted by fixing critical issues, addressing performance challenges and communicating clearly and honestly about our future and challenges."

[More: http://lei.sr/6S5X3_0](http://lei.sr/6S5X3_0)

MotivatePT launches new client portal

Mobile personal training provider, MotivatePT, has launched a new client portal which aims to help users achieve their personal fitness goals.

Giving users a detailed overview of their fitness journey, the portal enables them to visualise their progress, while connecting them to their personal trainer.

Features include shared interactive calendars, which the company claims forms the basis of a successful programme, as well as forward mapping. It also notifies users when they are running out of pre-paid PT sessions.

[More: http://lei.sr/P4D0o](http://lei.sr/P4D0o)

ORGANISATIONS

ukactive launches membership consultation

Ukactive has set out on its first ever membership consultation, asking for views on how the not-for-profit health body can better support members' strategic goals.

A membership survey is being sent to all ukactive members and the recommendations from the consultation will inform ukactive's wider strategy for the year ahead and will be incorporated into a four-year business plan.

According to acting CEO Huw Edwards, the consultation will ensure the membership's needs are at the core of the body's future work.

"As an organisation, we are only as effective as the members that we represent,

so we are always looking at how we can improve to deliver more for you.

"The survey will be a transparent process, where we will seek to make the feedback we receive as public as possible, offering an open forum for review, debate and discussion on how we move forward as a sector," Edwards said.

"This consultation will build on the work we already do to engage with the membership – such as the elected Membership Council and an array of other regular sub-committees we hold, alongside the regular contact maintained by our membership, events and public affairs teams."

[More: http://lei.sr/n8C9K_0](http://lei.sr/n8C9K_0)



■ the results from the survey will inform ukactive's wider strategy



The survey will be a transparent process

Huw Edwards

DESIGN

Health club design can 'aid retention by alleviating pain'



The goal should be to create an environment that competes with the potential negative

David Barton

Health club design can play a crucial role in improving member retention – partly by making exercisers "forget" about pain and feelings of discomfort during training.

Speaking to HCM, US-based gym owner and designer David Barton describes design as a crucial element of a successful health club.

"Ultimately, we're selling something people don't like," Barton explains.

"There are lots of ways to get people in on day one, but how do we make them want to come back tomorrow, when they like the outcome, but not the process?"



■ Design can play an important role in suppressing feelings of discomfort

"All of their senses will be working to compete with their pain receptors, because they are in an unfamiliar environment, so we use design, lighting, technology and exercise science to create the ultimate setting and emotional experience."

[More: http://lei.sr/t3C7A_0](http://lei.sr/t3C7A_0)

EXPANSION

TRIB3 accelerates European expansion

UK-based boutique fitness operator TRIB3 has opened its second studio in the Spanish capital Madrid.

TRIB3 has developed the site in partnership with Holmes Place Spain and is part of a larger roll-out of the brand across the country.

Josep Viladot, CEO Holmes Place Spain, said: "We're delighted with the launch of our second studio in Madrid, our flagship store success in Cuzco.

"We are looking forward to many more stores in the coming months across Spain – and the reopening of Barcelona in September."

Rod Hill president of TRIB3 added: "We believe that the Spanish fitness market is well

prepared for the boutique model which is changing the face of the global gym industry.

"The model works very well as a franchise and typically has a lower investment requirement than the traditional gym model.

"We have seen the development of the low cost and then the 24-hour convenience concept but we believe that the boutique model concept is set to explode globally most especially in Europe. We have an experienced Spanish team, all of whom have worked with the largest fitness chains in the world and who have a successful track record of developing fitness chains."

[More: http://lei.sr/K7z6f_0](http://lei.sr/K7z6f_0)



■ The launch is part of TRIB3's plans to expand its Spanish portfolio



Our model works very well as a franchise

Rod Hill

INDUSTRY AWARDS

CoachAi named winner of ActiveLab 2019



We look forward to working with ukactive to expand

Shai Neiger

CoachAi, a virtual companion that interacts with members through their smartphones, has been declared the winner of this year's ActiveLab competition.

The Israel-based digital startup will use the momentum from the win to further develop its product, which uses behavioural science to support users to make exercise a regular part of their weekly routine.

"We're incredibly excited to have won and we look forward to working with ukactive to expand," said CoachAI CEO Shai Neiger.



■ CoachAi was one of nine finalist of ActiveLab 2019

CoachAi was one of nine start-ups that took part in the 12-week ActiveLab programme – organised by not-for profit physical activity body ukactive – which aims to unearth the next generation of fit-tech.

The competition reached its climax at the Active Uprising event, where the nine teams showcased their products during a 60-second live pitch.

[More: http://lei.sr/j5S3g_0](http://lei.sr/j5S3g_0)

GETTING ACTIVE

Mums 'feel guilty' about exercising

A majority of mothers do not exercise because it makes them feel guilty about not spending time with their children.

A Sport England study of 1,006 mothers with young children – aged six or younger – reveals that 61 per cent of mums said exercising made them worry they were neglecting their responsibilities.

On a list of priorities, most mums placed family, cooking and housework ahead of keeping fit.

The survey also showed that a lack of time is keeping busy mums from exercising, with 30 per cent reporting to have less than an hour free to themselves per day.

Another finding was that nearly 70 per cent of mothers feel it is important for their children to see them exercising. This view is supported by previous Sport England data, which shows that mothers have a greater influence on their children's activity levels than fathers.

According to TV psychologist Emma Kenny, the research sends a strong message to mums about the importance of self-care.

"You may believe that looking after everyone else's needs is your main priority, but you need to take care of yourself first, because that ensures you have the energy to look after others," she said.

[More: http://lei.sr/f4v6Z_0](http://lei.sr/f4v6Z_0)



■ 61 per cent of mums with young children said exercising made them worry they were neglecting their responsibilities



You need to take care of yourself first and foremost

Emma Kenny

PHYSICAL ACTIVITY

Two in three adults 'clueless' about recommended levels



It's never been more important to raise awareness

Ali Oliver

Research by YouGov has shown 68 per cent of UK adults to be unaware of the fact that children should take part in 60 minutes of physical activity every day.

A survey of 2,071 UK adults carried out on behalf of Youth Sport Trust (YST) revealed that two in three either believed the target – set out by the Chief Medical Officer – to be less than 60 minutes, or had no idea that there was a recommended level. The research also showed that only one in four (25 per cent) correctly said 60 minutes.

According to YST chief executive Ali Oliver, the study lays bare the



■ 60 per cent of adults weren't aware that children should exercise for 60 minutes a day

need to educate parents and carers about the importance of exercise.

"As most people do not know how much physical activity children should be aiming for, it has never been more important to raise awareness of why this is so important," she said.

[More: http://lei.sr/x9h5R_0](http://lei.sr/x9h5R_0)

SOCIAL RESPONSIBILITY

Football clubs launch hubs to tackle loneliness



We have a big ambition to help older fans benefit from this

Mike Evans

A group of 12 English Football League (EFL) clubs have launched a programme looking to tackle loneliness and inactivity among older fans.

The initiative will see the creation of a network of Extra Time Hubs, designed to engage retired and semi-retired people by harnessing the "unique assets" of the EFL Club Community Organisations (CCOs) network.

The hubs will look to bring older people together by providing a range of activities – from sports and quizzes to arts and crafts – which could benefit their physical and mental health.



■ Bolton Wanderers are taking part in the scheme

Funded with the support of Sport England's Active Ageing fund, the hubs will initially be created at a dozen CCOs across the country. The 12 hubs are set to hold launch events at their respective grounds throughout June.

"We have a big ambition – to help older people to benefit from a national movement of Extra Time Hubs that will make a positive difference to how thousands can enjoy their later years," said director of operations at EFL Trust, Mike Evans.

[More: http://lei.sr/y6r6s_0](http://lei.sr/y6r6s_0)

STADIUMS

Plans revealed for Birmingham 2022 Games stadium

Conceptual designs have been revealed for Birmingham's Alexander Stadium, which are set to transform the athletics stadium into the main stadium of the 2022 Commonwealth Games.

The venue in the city's Perry Barr district will be the focal point of the 2022 Games, hosting the opening and closing ceremonies as well as athletics events.

The £70m redevelopment of the stadium will increase the stadium's permanent seating capacity from 12,700 to 18,000. During the Games, the venue will have a



■ The £70m revamp will increase capacity to 18,000



The stadium meets the needs of the community for years to come

Ian Ward

capacity of 40,000 through additional temporary seating.

On the playing field, a new 400m 6-lane warm-up track will be installed and the main track will be replaced with a nine-lane IAAF Category 1 track.

"The stadium which will meet the needs and aspirations of the community for generations to come," said Ian Ward, Leader of Birmingham City Council.

[More: http://lei.sr/V5y6H_0](http://lei.sr/V5y6H_0)

Lancashire Cricket Club partners with Rewards4

Lancashire Cricket Club has announced a new partnership with Rewards4 to launch the Rewards4Cricket programme, a new loyalty initiative to reward its fan base.

A points-based system, the initiative is designed to reward loyal fans by enabling them to collect points on their everyday shopping, at Rewards4Cricket's 4,500 retail partners. The points can then be redeemed against club purchases including memberships, match tickets, season tickets and merchandise.

[More: http://lei.sr/O5m0G](http://lei.sr/O5m0G)

MARKETING

Wimbledon creates virtual Andy Murray fan experience



I had good fun working on Champion's Rally

Andy Murray

Tennis fans visiting this year's Wimbledon championships will be offered an opportunity to practise on Centre Court alongside Andy Murray – in virtual reality.

The "Champion's Rally" will form part of an enlarged Fan Experience at this year's Championships.

Allowing fans to step into a VR experience and play tennis in both the digital and physical worlds, Champions Rally will see players aiming to hit five targets positioned over the famous Centre Court net in order to measure their speed and accuracy, encouraged by Andy Murray.



■ The experience will allow fans to measure their speed and accuracy, encouraged by Andy Murray

Available to all attendees at The Championships 2019, the difficulty of the game increases as players progress through the game before receiving a score at the end.

"I'm excited to be working with American Express ahead of my return to the tour," Murray said.

[More: http://lei.sr/u6h4e_0](http://lei.sr/u6h4e_0)

SCHOOL SPORT

Tokyo 2020 project launches across primary schools

An initiative aiming to inspire primary school children and their families to try new activities together in the run up to the Tokyo 2020 Olympic Games has been launched nationwide in English primary schools.

The Travel to Tokyo project aims to broaden families' knowledge and understanding of recommended physical activity levels, to support them to build basic physical competence and enjoyment.

The project, which will run until December 2020, targets children aged five to 11 years old. It has received £2.6m worth of funding from Sport



■ The project targets children aged five to 11 years old



We want more children and families to try new sports

Mike Diaper

England and will be delivered in partnership with British Olympic Association and its Get Set activation programme.

"Our challenge is to turn the excitement and inspiration of international sporting events like the Olympics and the Paralympics into action by supporting more children and families to try new sports," said Mike Diaper, Sport England's executive director of children.

[More: http://lei.sr/t3c4h_0](http://lei.sr/t3c4h_0)

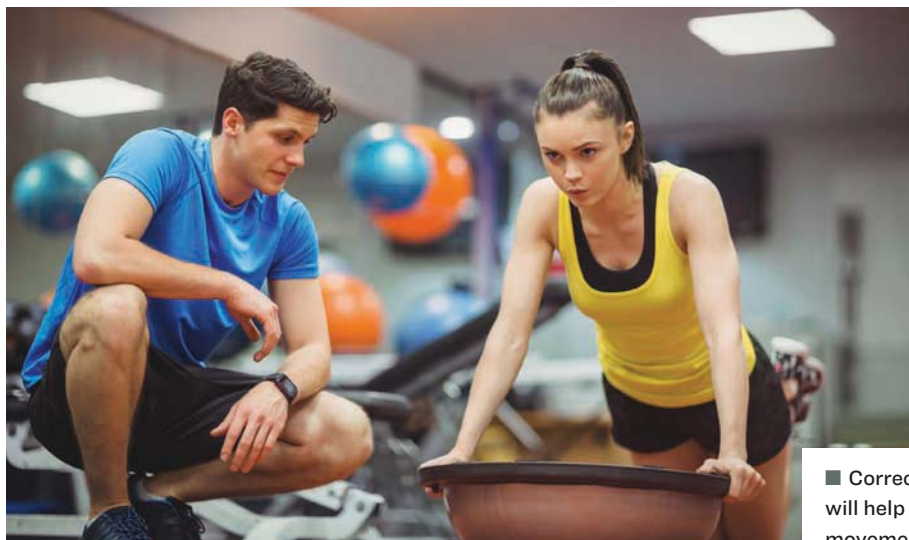
Nottingham Forest secures land deal for stadium plans

Plans to redevelop Nottingham Forest's City Ground have moved a step closer after the club was granted a new 250-year lease for the stadium site.

The club wants to expand the stadium's capacity from 30,000 to 38,000. The lease, granted by Nottingham City Council, replaces the current 50-year-lease and will also see give Forest more land to build on around the stadium.

The deal will enable the club to proceed with its expansion plans for The City Ground, which include the construction of a new stand.

[More: http://lei.sr/y3p2Y_0](http://lei.sr/y3p2Y_0)



■ Correcting posture will help address movement dysfunction

Are you sitting comfortably?

(Then it's probably time to stand up)

If you're sat there reading this, you're contributing to the alarming statistic that on average, UK office workers spend up to nine hours a day sitting at their desks. This equates to around 67 sedentary days per worker per year.

At best, you're setting yourself up for weak glutes, overactive hip flexors and a weak lower back. At worst, you're on course for one or more serious conditions associated with sitting for long periods of time including Type 2 Diabetes.

In response to this, Active IQ has developed a new Level 4 Certificate in Postural Assessment and Corrective Exercise in association with its Chief Medical Advisor, Dr Dane Vishnubala and York St John's University.

Who is the course for?

Aimed at Personal Trainers, Strength & Conditioning Coaches, Pilates Instructors and Sports Massage Therapists, the qualification provides

learners with the skills to assess a client's posture and movement capacity and identify any dysfunction.

Those looking to apply must hold one of the following qualifications as a pre-requisite:

- L3 Diploma in Personal Training
- L3 Certificate in Personal Training
- L3 Diploma in Instructing Pilates Matwork
- L4 Certificate in Sports Massage Therapy
- L4 Strength and Conditioning

The qualification teaches:

- A deeper understanding of anatomy and physiology for human movement
- How to assess client posture and identify joint movement dysfunction and muscle imbalances
- How to develop corrective exercise strategies for managing posture and movement dysfunction

No one is perfect

"Everyone has postural and movement dysfunctions to a certain degree. No one

is perfect," says Dr Dane Vishnubala, Chief Medical Advisor for Active IQ. "This qualification will enable fitness professionals to work with their clients to achieve a better movement quality by addressing any imbalances they have. This in turn will help people maximise their activity programme and safeguard against mobility and health issues later in life."

Webinar Opportunity:

To learn more about the Level 4 Certificate in Postural Assessment and Corrective Exercise, sign up to Dr Dane Vishnubala and James Clack's webinar at 11:30am on Friday July 12th.. This live webinar will - focus on key considerations for delivery and assessment of the qualification.

Active iQ

WEBINAR SIGN UP HERE

<https://bit.ly/2ZJ2xBO>

WATER SAFETY

Inland water fatalities on the increase

The number of drownings in the UK's inland waters has risen in the last year.

A survey carried out by The Royal Life Saving Society (RLSS) revealed that, although the number of total drownings in the UK was down in 2018, there were 254 drowning fatalities in rivers, quarries and lakes during the year, compared to 242 the year before.

Worryingly, the research also showed that one in ten of those surveyed said they had nearly drowned – while 13 per cent personally knew someone who had drowned.

“Every year, we see a tragic amount of preventable deaths as people flock to open water sites that are not

suitable for swimming,” said Robert Gofton, RLSS CEO.

“It may seem an inviting way to cool off, but there are very real and very deadly dangers at these sites, such as extremely cold water, uneven depths and hidden debris that people can get injured on or caught in.

“We believe that the majority of drowning incidents can be prevented and urge people to swim only where it's safe.”

To tackle the increase in inland water deaths, RLSS launched its Keep 'em Peeled for Perry project, encouraging members of the public to report any missing or damaged life-saving equipment at bodies of inland water.

[More: http://lei.sr/Y5V3a_0](http://lei.sr/Y5V3a_0)



■ While inland swimming is increasing in popularity across the UK, not all open water is suitable for swimming



The majority of drowning incidents can be prevented

Robert Gofton

CAMPAIGNS

Swim England celebrates 150th anniversary – Prince William praises work



For so many children and young people, swimming organised through school may be their only opportunity to learn to swim

Prince William

Prince William, the Duke of Cambridge, has praised Swim England's work to ensure children are able to learn to swim.

In a message recorded to mark Swim England's 150th anniversary, the Prince commended a range of free guides launched by Swim England and Swim Group to help schools get more children into the pool.

“For so many children and young people, swimming organised through schools may be their only opportunity to learn to swim,” the Prince said.



■ The Prince commended Swim England's new campaign to get schoolchildren swimming

“I am delighted that in its 150th anniversary year, Swim England has launched free guides for primary schools across the country, helping children learn to swim and enjoy the water safely.”

Community Leisure UK

The voice for community leisure trusts across the UK

The community leisure trust collective has launched a new brand that seeks to support and develop our public leisure and culture services. **Community Leisure UK** – formerly Sporta – is the association that specialises in charitable leisure trusts across the UK, enabling networking and knowledge sharing with peers and external stakeholders.

Collectively, member community leisure trusts manage a **combined budget of more than £1.6bn**, **employ over 67,000 people**, and receive **233million visits per year**.

Charitable trusts are key community anchors who **reinvest every penny** into developing services focused on their local people across the life course. Trusts are working with more and more partners to develop supported routes to **mental and physical health improvement**, while reshaping services to meet local strategic objectives.

The ultimate aim of community leisure trusts is to **engage all people across the community**, whether that is having a health check, a coffee in a safe and warm space, going for a swim, taking a walk in the park, borrowing a library book or becoming a member of a gym.

Community Leisure UK are keen to help organisations who would like to know more about the public leisure landscape and / or the charitable trust model. Please do get in touch at:

www.communityleisureuk.org

@CommLeisureUK

cateatwater@communityleisureuk.org

Thank you for reading.



Spa & wellness news

TRAINING

Titanic Spa partners with skin cancer charity



It will enable therapists to spot the early signs of skin cancer while delivering treatments

Titanic Spa, an eco-spa in West Yorkshire, UK, has announced a new partnership with skin cancer charity Skcin, that will see its spa therapists undergo training to spot the early signs of the disease.

Therapists at the Titanic Spa have been enrolled in Melanoma and Skin Cancer Early Detection (MASCED) training, Skcin's National Accreditation programme developed to raise awareness around the importance of sun protection, which can aid in the prevention of up to 86 per cent of melanoma. It will enable therapists to spot the early signs of skin cancer while delivering treatments.



■ Therapists will receive training on how to detect early signs of skin cancer

Additionally, the spa will utilise Skcin's supportive awareness resources, which offer vital information on the prevention and early detection of skin cancer, as well as advocate the 'Five S's of sun safety' - Slip on a t-shirt, Slop on SPF, Slap on a sunhat, Slide on sunglasses and Shade from the sun.

[More: http://lei.sr/J8Y4v_0](http://lei.sr/J8Y4v_0)

MARKETING

Armathwaite launches activity programme

Armathwaite Hall Hotel & Spa in Keswick, the Lake District, has launched a new experience programme offering a range of challenging and rewarding outdoor activities for the whole family to enjoy this summer.

Guests can take part in the Photography Experience, where they spend a day or a half day with a professional photographer, learning about composition and lighting, as well as making the most of the surroundings.

For guests who enjoy exploring the great outdoors canoeing and kayaking experiences are also on



■ On site activities at the hotel will include ebike hire



We aim to offer something for everyone

Simon Steele

offer, with guests taking to the Derwent Water with a qualified instructor.

Also on offer is the Via Ferrata and Mine Tour, a full day experience where guests tour underground mines.

Simon Steele, general manager at Armathwaite Hall, said: "Whether you want to learn a new skill or challenge yourself, there's a fun pursuit to try."

[More: http://lei.sr/q7s7G_0](http://lei.sr/q7s7G_0)

Cornish spa to reflect the area's rich mining history

A multi-million pound spa is set to debut on England's most southerly coast this summer.

The Mullion Cove spa – at the hotel by the same name – will feature expansive views over Cornwall's Atlantic coast as well as three treatment rooms.

A full range of facilities will include an indoor hydrotherapy infinity pool, sea-view steam rooms, saunas, salt laconium, experience showers and fully equipped gym.

Mullion Cove has partnered with Irish skincare brand Voya for treatments.

[More: http://lei.sr/C6V2F_0](http://lei.sr/C6V2F_0)

NEW OPENING

Sopwell House opens private members' spa

Cottonmill, a new private members' spa, is set to open at Sopwell House in St Albans, Hertfordshire, this summer, following a £14m investment.

Nicknamed 'The Garden Spa' while in development, Cottonmill has been designed as a luxurious destination spa that boasts a strong connection to nature. It's ethos is one of community and choice.

It was designed by consultancy firm Sparcstudio and combines the serene environment of a spa with the exclusivity of a private members club.

Beverly Bayes, director at Sparcstudio, said: "We worked closely with garden designer Ann Marie Powell to create a

seamless transition between the inside and outside spaces.

"The interiors aesthetic that we have developed could be described as 'Refined Nature'."

Facilities will include a thermal suite, offering four sauna and steamroom experiences, including an organic sauna, panoramic sauna, salt steam room and botanical steam room.

A Deep Relaxation Room, outfitted with Four Senses loungers, provides a cocoon-like environment designed to help guests reach a meditative state.

In addition, the spa will feature a number of experience showers.

[More: http://lei.sr/j4H7q_0](http://lei.sr/j4H7q_0)



■ Cottonmill's spa garden was designed by artist Ann Marie Powell



The aesthetic that we have developed is 'refined nature'

Beverly Bayes

SPA TRENDS

GWI Initiative names top hot springs trends worldwide



Every generation benefits from hot springs

Charles Davidson

The Global Wellness Institute has released the top five trends in hot springs as identified by the GWI's Hot Springs Initiative.

The new forecast draws attention to World Bathing Day, a celebration on 22 June of all the world's water in which we bathe, and a rallying cry to create a world where bathing is possible for all.

"It's crucial to remember that every generation benefits from hot springs — and worth noting that all five of the original Blue Zone Communities, places in the world where people live the longest, healthiest lives, feature hot



■ Trends include the popularity of public bathing

springs in the community or very close by," said Charles Davidson, chair of the GWI Hot Springs Initiative and founder of Peninsula Hot Springs in Australia.

The top trends for 2019 include hot springs taking the lead in connecting communities through public bathing.

[More: http://lei.sr/X8A5f_0](http://lei.sr/X8A5f_0)

Big Data and Tourism

The main way that we currently track inbound tourism growth in the UK is through the *International Passenger Survey* (IPS).

The survey is conducted at ports of departure from the UK where a relatively small number of overseas visitors are asked a short series of simple questions such as where they have come from, the purpose of their visit, where they travelled in the UK, how much they spend while here and how long they stayed.

Survey problems

The survey is so short that it has been more than 15 years since overseas visitors were asked the simple question: "What did you spend your money on?". So we have little idea as to how much overseas visitors spend on accommodation, food, attractions and shopping.

There are also other problems with the IPS data. The main one being that the sample sizes are so small that the margin of error on the data collected increases rapidly when you start looking at visitor numbers at the sub-national level – and quickly becomes sketchy if you want to look a trends in visitors from individual countries to the regions. This makes the data almost unusable for many DMOs trying to determine how to develop marketing campaigns for inbound visitors.

Big data

Yet, there's a solution to this on the horizon. One which promises to provide more accurate figures and generate valuable insights into tourist behaviours which can be used to inform marketing campaigns and help address issues, such as "over-tourism". It is Big data.

London First recently teamed up with Airbnb, Mastercard and EY to undertake research on visitors spending patterns. One of the key aspects was to use anonymised spending data by people with overseas-registered Mastercards.

Every purchase using a card contains data on not just the person making the transaction and the amount, but also the location and time of the purchase. This means that it is easy to build up a picture of where visitors of different nationalities and ages are going, when they are going and what they are buying.

Want to know how many German visitors are eating in Brick lane? Easy. How about info on the most popular museums among Australian visitors? Simple. Do Japanese visitors go to nightclubs? Done.

The impact of big data on shaping and fine tuning marketing campaigns can be enormous. It will also help local authorities provide and manage tourism-related services and facilities and increase visitor numbers while minimising impact on local communities.

Big data will make the IPS data look like the stone-age. ●



■ Kurt Janson is Director of Tourism Alliance



The impact of big data on shaping and fine tuning marketing campaigns can be enormous



■ Anonymised spending data can be used to mine insights on inbound tourist behaviours

GALLERIES

Serpentine Pavilion opens to the public

Japanese architect Junya Ishigami has created a shingle-covered Serpentine Pavilion that draws on the ancient building cultures of Cumbria, UK.

Situated on the grounds of The Serpentine Gallery in London's Kensington Gardens, the artwork features a 61-tonne slate canopy and is supported by a series of white poles.

"This is an attempt to supplement traditional architecture with modern methodologies and concepts, to create in this place an expanse of scenery like never seen before," explained Ishigami.

Eden Stonework, a Cumbria-based

stonemasonry company, was responsible for the installation.

"It's a beautiful thing, the way Junya Ishigami is showcasing the natural qualities of the slate," said Joe Weir, co-owner of Honister.

"His design reflects the rugged nature of the landscape we live and work in."

Adam Knowles, owner of Eden Stonework, added: "It's not like any job we've done before. We weren't quite sure what to expect until we got on-site. The experimental form and design of the structure have pushed the boundaries."

[More: http://lei.sr/u8c5z_0](http://lei.sr/u8c5z_0)



■ Slate for the pavilion was sourced from a mien in Cumbria



The design supplements traditional architecture with modern concepts

Junya Ishigami

MUSEUMS

New fund offers £100m for major heritage projects



If we stopped, it's unlikely anyone else would be able to step in

Ros Kerslake

The National Lottery Heritage Fund (NLHF) has launched a new three-year, £100m grant scheme aimed at "ambitious, innovative and transformational" heritage projects.

NLHF is seeking applications from across the UK for its new Heritage Horizon Awards, with the grant allocating funds of £5m (US\$6.38m, €5.6m) and over. Of the £100m pot, the first half will be allocated in 2020 and the second half in 2022.

Ros Kerslake, CEO of The National Lottery Heritage Fund, said that there had been "long and hard" thought



■ The SS Great Britain is among those to have benefited from National Lottery funding over the years

as to whether it could continue to invest in large-scale projects, given the imbalance between demand for good causes and available funding.

"Our consultation made it clear that if we stopped, it is unlikely that anyone else would be able to step in and major heritage projects simply would not happen," she said.

[More: http://lei.sr/n7P9z_0](http://lei.sr/n7P9z_0)

Attractions news

MAJOR PROJECT

Eden Project North plans advance beyond first stage



Reaching this stage is an important landmark

David Harland

The first stage in the preparation of a planning application for the proposed Eden Project North in the UK has been completed, with the submission of an Environmental Impact Assessment Scoping Report to Lancaster City Council.

The £85m development will see a series of mussel-shaped pavilions capable of housing a variety of environments built on the seafront at Morecambe, Lancashire. In the latest information revealed, the site will combine indoor and outdoor experiences, including a



■ Conceptual designs for Eden Project North were first released to the public last year

4,000-capacity outdoor arena designed for live music and entertainment.

David Harland, chief executive of Eden Project International, said the latest development was an important milestone, adding: "Having a positive impact on the internationally significant environment of Morecambe Bay is fundamental to our vision for this project."

[More: http://lei.sr/W2M3J_O](http://lei.sr/W2M3J_O)

THEME PARKS

Paramount rejoins London Resort as PY named new chief

Just over two years after pulling out of a deal to be the brand lead for a multi-billion pound theme park development in Kent, UK, Paramount Pictures has entered into a new partnership with London Resort Company Holdings (LRCH), re-engaging with the project to supply its iconic IPs.

Since Paramount's exit from the project, LRCH has signed up ITV Studios to sit alongside its BBC IPs. With Paramount rejoining the project, this will unlock the potential for the addition of iconic franchises.



■ The deal revives plans for Paramount attractions



I can now help to create a world-class destination to rival all others

PY Gerbeau

The news is coupled with the appointment of PY Gerbeau as chief executive of LRCH. In previous roles, the Frenchman was credited with contributing to the development of Euro Disney in the late 90s and the Millenium Dome in London in 2000. Gerbeau went on to be chief executive of X-Leisure, operator of the Xscape centres and other leisure facilities.

[More: http://lei.sr/G8b7H_O](http://lei.sr/G8b7H_O)

Silverstone Experience pushed back as contractor folds

The Silverstone Experience has had its opening pushed back until at least September after its main contractor went into administration.

The new attraction was set to open its doors on 9 July, however, the Shaylor Group – a Walsall-based construction firm – entered administration on 17 June temporarily halting the development process.

"The project will still go ahead but this development will inevitably cause some delay to the public opening date," said the group in a statement.

[More: http://lei.sr/n6v6g_O](http://lei.sr/n6v6g_O)



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Andy Burnham

Normalising physical activity and placing it at the heart of primary care. The UK's former secretary of state for health, now mayor of Manchester, UK has big ambitions for the city



■ Burnham became the first directly elected mayor of Greater Manchester in 2017

Physical activity is a passion," says Andy Burnham, mayor of Manchester and former health secretary. "It's been good to me all my life, not just keeping me physically well, but also the mental benefits of it."

Speaking to Leisure Opportunities' sister magazine HCM (Issue 6, 2019), Burnham says his passion has led to placing physical activity at the very heart of his plans to improve the lives of the citizens of Manchester. He is currently working to break down the "silos between the different public services", in order to get them thinking differently about wellbeing and prevention. The initiatives that he hopes to achieve this include introducing physical activity in primary schools through the Daily Mile programme, and delivering it through primary care and social prescribing.

A MILE A DAY

"Our big target is to get three-quarters of people here physically active by 2025," Burnham says.

"We're working to make it mainstream – part of everyone's agenda – rather than it being an afterthought, which is often the way the physical activity agenda is seen by decision-makers in the Whitehall machine."

Our biggest target is to get three-quarters of people here physically active by 2025



“ We estimate that 110,000 primary school children in the city now have the Daily Mile as part of their everyday school day ”

He adds that he has high hopes for the Daily Mile initiative, as it will – hopefully – install in young children the understanding of how important regular physical activity is.

“When I came to office, physical activity was one of the things I wanted to prioritise and the Daily Mile scheme was immediately available, because the team behind GM Moving [Greater Manchester’s blueprint for physical activity] had already done some work with it before I was elected,” Burnham says.

“So, we put it at the heart of things, to build the right culture from the beginning, and had a big push to see if we could get more schools to sign up.

And it seems to be working. We estimate we have 110,000 children attending 400 primary schools that have introduced the Daily Mile as part of the school day. The feedback is great.

“There isn’t hard evidence from a study yet, but I’ve been out to schools, meeting with heads and teachers, and they talk about improved levels of attention and concentration in class, higher academic achievement, better friendship groups – kids mixing across their groups a bit more.

One teacher also told me the school had got better at after-school sport, because the general levels of fitness had risen: they’d started being more successful in some of the inter-school competitions.

So, it seems to be doing what we hoped it would do – delivering benefits across the board: health, educational benefits, sporting benefits, and also just general levels of happiness and wellbeing. ●

• To read the full interview with Andy Burnham in *HCM Issue 6 2019*, visit: <http://lei.sr/Q4g5x>



■ Greater Manchester is transforming its streets to encourage people to walk or cycle rather than drive



I wouldn't have predicted that climbing would become so popular, or become an Olympic sport. Our Liverpool site was the seventh bouldering facility in the UK, now there are 90 and four within a one hour radius



Ged Macdomhnaill

Climbing Hangar founder talks growing the business and taking the brand national

What's your background?

I launched an event catering business when I was 21, but after three hard years in the kitchen the appeal waned. It was about this time that my best friend introduced me to climbing in Dorset. Despite being scared of heights and initially nervous, I absolutely loved it – sleeping in a cave above a cliff, watching the sunrise and cooking on a stove. I decided to

fold my business and learn how to teach climbing, which eventually led me to launching The Climbing Hangar in 2010.

What is The Climbing Hangar concept?

It's a bouldering facility, which means less height than traditional climbing and no ropes. It's supported by high quality F&B and event spaces. We run

a pay-as-you-go and a membership model and we give people the opportunity to progress their climbing through coaching and other exercise classes, including circuits and yoga.

It was designed and built by Crispin Waddy, who became my partner and major shareholder. I put together the rest of the offering, drawing on my experience as a teacher to create the courses and my background in catering for the F&B element.

I persuaded Britain's number one competition climber, Shauna Coxsey, to come and work for us. Since then she has podiumed at the World Cup twice, been awarded an MBE and secured sponsorship from Red Bull and Adidas.

Why did you choose Liverpool for the first site?

Glasgow would have been my first choice, as I lived there, but another large climbing centre had just opened there, so I looked for the next big city without a climbing wall, where I would be prepared to live, and that was Liverpool.



■ Plymouth was launched in 2018 and is now The Climbing Hangar's flagship site



■ The brand's target market is mainly 20-40 year-old professionals

“ We’ve just completed our first round of private equity investment, and aim to have 10 centres by end of next year ”

How has the company developed?

Our second site, in Parsons Green, was an acquisition of a failing facility in 2015. Only 40-50 people a day were visiting, despite it being next to a tube station. We reinspired the staff and created more of a climbing culture. Within 18 months we’d doubled the turnover and now we’ve more than tripled it.

We launched Plymouth in March 2018, taking a punt on the location. I had lived in Plymouth previously and knew it was under-served in terms of leisure, but has a strong base of outdoor enthusiasts in Devon and Cornwall.

This is our flagship centre and everything is design-led. We have a spacious Scandi-style café, selling locally sourced products. It’s glassed off from the climbing centre, keeping the climbing chalk dust away and making everything so much cleaner. We recruited staff for their attitude

rather than skill, and then trained them up to deliver our customer journey and nurture the right type of culture.

Our newest site is in Swansea, which launched in March.

As climbing is an outdoor sport – are climbers happy to climb indoors?

Mostly yes. Our target market is mainly 20 to 40-year-old professionals, so it’s usually not feasible for them to climb outdoors during the working week. They like to come to our facilities to keep in shape and when the weather is terrible. Then we don’t see them for dust on the summer weekends!

How has the market changed since you launched your first site?

I wouldn’t have predicted that climbing would become so popular, or become an Olympic sport. Our Liverpool site was

the seventh bouldering facility in the UK, now there are 90, including four within a one hour radius. Generally, though, good centres build the audience rather than take people away and there’s now much more awareness of the sport.

What are your future plans?

With climbing confirmed for the next two Olympics, we’re confident there’s plenty of growth potential – Liverpool is our oldest site but has just had a record three months. Despite this, we’re designing our businesses to be resilient.

We’ve just completed our first round of private equity investment, so plan to have 10 centres by the end of next year. The next site will be a second one in Liverpool and we’re busy looking for more in the UK’s top 20 cities. We should have six up and running by the end of this year and open one a quarter next year.

Royal protection

Prince Harry has been named president of African Parks – a conservation NGO which manages 13 national parks and areas on behalf of governments



■ Prince Harry spent 10 years working in the Armed Forces before turning his attention to charitable causes

It's amazing to see such unbelievable creatures being moved in a way you could never dream of. To be with elephants – such massive beasts – is a unique experience

Prince Harry, Duke of Sussex

The African Parks Network is a non-profit conservation organisation that takes on responsibility for the rehabilitation and long-term management of national parks in partnership with governments and local communities. At its head is one of the world's most influential figures – His Royal Highness, Prince Harry, Duke of Sussex, with support from his wife, Meghan Markle, Duchess of Sussex.

Having visited Africa many times, the prince has taken a personal interest in conservation projects, working to protect Africa's natural heritage and support both wildlife and local communities. This included in 2015 when, after leaving the army following a decade of service, he spent three months working on a number of projects across the African continent.

Harry's first experience working alongside African Parks was in July 2016 in Malawi, where he served as an integral member of their team, carrying out one of the largest elephant translocations in history, as well as translocating a rhinoceros, a host of game species including antelope, buffalo and zebra. He also assisted in the re-collaring of three lions to help better protect them from poachers.

"There has to be a balance between the numbers of animals and the available habitat, just as nature intended it," said Harry. "Elephants can't roam freely like



■ Prince Harry is president of the African Parks Network

they used to without coming into conflict with communities, or being threatened by poaching and persecution. To allow the coexistence of people and animals, fences are increasingly having to be used.

“African Parks, in partnership with the Malawian government, has re-established a safe area for elephants to move to,” he said.

Named president of African Parks in December 2017 – which, with 13 parks under its management, has the largest area under conservation for any NGO in Africa – Prince Harry’s focus remains on elephants, using the recent Earth Day event on 22 April to highlight the work APN is doing to protect these animals.

“When a fenced area passes its

carrying capacity for elephants, they start to encroach into farmland, causing havoc for communities,” says Harry. “APN relocated 500 Elephants to another park within Malawi to reduce the pressure and human-wildlife conflict and disperse tourism.”

In his role as APN president, Harry helps to advance the NGO’s mission in protecting the continent’s national parks and promoting wildlife conservation in Africa and around the world, using his global reach to spread the network’s message: “It’s amazing to see such unbelievable creatures being moved in a way you could never dream of. To be with elephants – such massive beasts – is a unique experience.” ●



PHOTO: @SUSSEXROYAL

■ The Duke and Duchess of Sussex share a passion for supporting wildlife in Africa



SALE OF EXCEPTIONAL DEVELOPMENT SITE

PORTUGAL'S FIRST TRULY HOLISTIC WELLNESS RETREAT

Moinhos de Cadavais (mills of the river Cadavais) is an exceptional opportunity to own, develop and operate an exclusive model wellness and leisure retreat – in effect the take-over of a project already approved in principle – in a stunning waterside location just 1.5 kms. Inland from the river Guadiana at Alcoutim.

The mainly hilly 52 ha estate has been owned since 2009 by Cadavais Investimentos Turísticos, Lda and its founder and managing director has now fully developed his vision of a high quality, exclusive retreat which will take full advantage of the tree-lined hillsides, the river Guadiana and the large reservoir.

Key facilities will include a 1230m² wellness centre overlooking the reservoir with restaurants, lounge, conference rooms, cinema, hotel, 100 luxury 2 and 3 bedroom lodges, a large health spa plus a possible recovery centre (those 'healing' elements), restored windmills and miles of Cadavais trails to walk or cycle along.

The provision of these facilities is flexible and others are possible such as tennis course and use of the reservoir.

For more information click here: <http://lei.sr/n3s8r>



The misty Guadiana river at sunrise in Sanlúcar de Guadiana and Alcoutim

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

Tell me about Leisure Opps

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

How does it work?

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

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

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

What are the most powerful features?

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

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

I hear you're part of Leisure Media

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

What packages are available?

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

Is there more?

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

What now?

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

Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



Club Manager

Location: Godalming, Surrey

Salary: £34,000 – £38,000 + Excellent benefits

Charterhouse Club has an exciting opportunity for a pro-active and focused Club Manager.

Charterhouse Club is a major player in the Godalming leisure market catering for over 1800 public members, a further 500 pay as you go members, 800 Charterhouse School students and over 500 members of School staff and their families.

Key Objectives of the Role

The Club Manager will take full responsibility for all aspects of the day-to-day operational management of the Charterhouse Club, a large customer-facing, multifaceted business that is open for up to 15.5 hours per day, 7 days per week.

You'll be accountable for:

- Club operations
- Staff management and development
- Sales
- Health and Safety
- Providing clear and effective leadership to a very capable, multi-skilled and passionate team.

Our overriding aim is to establish a long-lasting relationship with each employee and every member or customer we come into contact with.

Professionalism is the foundation of our business. Our core values are passion, high-quality personal customer service, flexibility, dependability, and safety. The Club Manager will demonstrate and uphold personally, the Company's Vision, Mission and Values and ensure all team members adopt these



About You

The ideal candidate will be an experienced supervisor/manager with a history of operations management, ideally in a leisure or other multifaceted business. You will be very people-centric in your outlook but with a highly task-driven, system-oriented skill set. You will be honest and diligent with a high work ethic.

The role is very hands-on both operationally and, from time to time, physically, requiring regular evening and weekend working.

Salary and Application Process

The salary band for this role is £34,000 to £38,000 per annum along with great staff benefits such as a contributory pension scheme and full use of our facilities.

Closing date for this post is midday on 22 July 2019 so early applications are encouraged.

First round of interviews will be held on 29 and 30 July 2019.

Apply now: <http://lei.sr/T3N4t>



WE ARE RECRUITING NATIONWIDE

EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



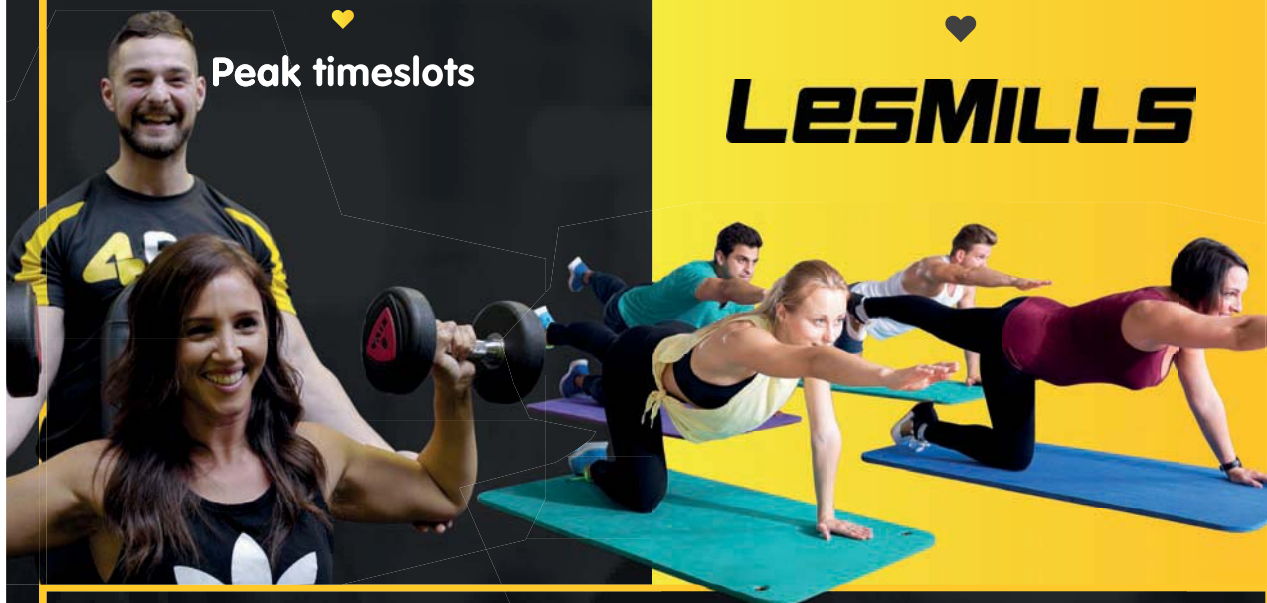
Back to back classes



£20 per hour



LES MILLS



Send your cv and cover letter to
stacey.gould@exercise4less.co.uk



NATIONWIDE **APPRENTICESHIPS** NOW AVAILABLE!

Do you want a career in the Leisure, Sport and Fitness industry?

Everyone Active offer 12-month apprenticeship contracts and are looking for candidates who are keen to work in the sports and leisure industry.

Our apprenticeships are available in a wide range of leisure roles which include lifeguarding, gym instructing, multi-skilled activity leading, reception and swim instructing apprenticeships. No qualifications or previous experience are required to apply.

Why Everyone Active?

Become part of our family and you will receive a free membership to over 180 leisure facilities nationwide, plus great development and career opportunities and a host of other great benefits!

Find out more and register your interest today at
www.everyoneactive.com/about-us/careers/apprenticeships

EVERYONE CAN EARN WHILE THEY LEARN

 facebook.com/everyoneactive

 [@everyoneactive](https://twitter.com/everyoneactive)



INVESTOR IN PEOPLE

everyone
ACTIVE

SWIMMING INSTRUCTORS



swimming nature 

Currently recruiting for venues in:

- Central London
- North London
- Hammersmith
- Hampshire
- Heathrow
- Streatham
- Teddington

Are you a passionate and skilled swimming instructor with a talent for inspiring all ages to swim?

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

Instructor benefits

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

The essential ingredients

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

Interested?

APPLY NOW <http://lei.sr?a=y8j2S>



Assistant Manager / Swimming Teacher

At DPD Coaching Services and Whizz Kids Holiday Club we are looking for an enthusiastic and hardworking individual who is keen to learn, help grow our business whilst developing their own skills within a busy working environment. The position will comprise of administration hours at our head office in Pulborough, Swimming Teaching at our various sites and Supervision of our Holiday Clubs located around West Sussex.

This position is for somebody who loves working with children and has a real passion for helping them to progress and learn in a fun and friendly environment.

Candidates who have had experience working with children either in childcare or coaching would be desired however full training in all areas will be provided to the successful candidate. A driving License and car is a must for this position.

About the role:

The Assistant Manager role maintains a high level of interaction and presence with all customers and staff.

The Assistant Manager will assist with overseeing daily operations, ensuring company procedures are upheld and enforced, carry out swim teaching hours of their own, supervise one of our holiday club venues in the school holidays and carry out administrative roles in the office.

Essential Requirements:

- Good IT skills, proficient in basic windows packages and the ability to learn new systems
- Excellent time keeping
- Team Management skills
- Problem solving
- Experience with sports coaching or childcare
- Ability to undertake the physical requirements of the role
- Able to commute reliably to all our venues

Desirable:

A minimum of 1 years' experience of working within the childcare or leisure industry and any supervisory experience would aid an application.

All offers of employment are conditional upon you signing the contract of employment and the following being secured:

- Two satisfactory references;
- Proof of attainment of qualifications;
- Evidence of your right to work in the United Kingdom; and
- Satisfactory Disclosure and Barring Service (DBS) check.

APPLY NOW
<http://lei.sr/9I6o6>

Jobs at Wiltshire

Countywide, Wiltshire

Full time

Competitive + Benefits

These are exciting times for Leisure Services in Wiltshire within our 10 centres we have new facilities, a rapidly expanding customer base and a real vision to make a difference to the health of the population through increased physical activity delivered by a diverse team of sport and physical activity specialists.

We are currently recruiting for a number of different vacancies, including:

- **Physical Activity Referral Instructor**
- **Multi-Sport Coach**
- **Swimming Teachers**

In return we offer competitive rates of pay and benefits

To find out more information on these vacancies and to see the full list please click apply now below.

<http://lei.sr/x7v1j>

SO YOU CAN TURN YOUR PASSION INTO YOUR CAREER.



WE ARE HIRING

Finding your fit. It's what The Gym is all about. No matter your shape or size or experience, there's a place for everyone here! Seeing everyone at The Gym grow by taking on amazing development opportunities in a growing business, and trying their hand at new things gives us a warm fuzzy feeling. And we want everyone who comes to us to get a piece of that amazing just-smashed-my-personal-best action. The Gym is where you take yourself to the next level.

- **GENERAL MANAGERS**
- **ASSISTANT GENERAL MANAGERS**
- **PERSONAL TRAINERS/FITNESS TRAINERS**
- **CAREERS IN GYM SUPPORT**

Come and find your fit at The Gym, head to www.thegymgroup.com/careers.

the
gym.
find your fit



**We are recruiting
apprentices from 16-60+**

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

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

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

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


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



Customer Acquisition and Retention Manager

Location: Huddersfield, United Kingdom

Salary: £37,042

KAL (Kirklees Active Leisure) is the charitable, not-for-profit, leisure trust which manages 13 major leisure facilities across the Kirklees district of West Yorkshire. With almost 3m customer visits every year, the recent introduction of our fantastic Family Attraction products (yeahdaysout.co.uk) and with a new £16m leisure centre being developed, it's an exciting time to be joining KAL.

The Customer Acquisition and Retention Manager (CARM) is a key position within KAL and is the lead for both marketing and sales for the Trust. The postholder will be specifically responsible for the following staff/business units:

- Corporate Sales Team
- Marketing Team
- KAL Contact Centre
- Membership Administration / Processing

Reporting to the Business Development Manager, the post holder will play a key role in developing KAL's marketing and sales strategies/functions, ensuring these areas operate effectively and contribute to the overall promotion of KAL's services and products.

The CARM will effectively lead KAL's marketing function across all media, maximising impact and exposure across all product areas, developments and for the organisation as a whole.

Key within this aspect will be the postholder's ability to maximise the unique proposition that KAL provides for the local community, encouraging them to become more active by making use of the sites managed by KAL.

Leading the organisation's Sales Team, which is vital to maximising KAL's income-generating potential and differentiating KAL from standard fitness providers, the CARM will ensure KAL takes a planned approach to sales across all areas of the business, developing and maximising innovative opportunities to drive revenue.

The CARM will oversee KAL's expanding Contact Centre operation which is the central customer service point for the organisation. The CARM will aim to continue to develop the Contact Centre function to ensure high levels of customer service are delivered via strong management of KPIs and the ongoing development of effective systems and procedures.

The CARM will manage the relationship with KAL's external direct debit collection agency and the associated internal processes to ensure excellent service is provided to customers and income is maximised.

If you have the right skills, experience, ability and passion to be part of the KAL success story then we'd love to hear from you.

In return, we can offer you a great package of benefits through our Staff and Family Membership scheme, which provides virtually free facilities for you and a greatly discounted rate for some of your family. Plus, we also have a great discount website which can save you and your family loads of money too!

We have a generous annual leave entitlement and can offer an excellent pension scheme (West Yorkshire Pension Fund). We also like to have fun and celebrate our successes as often as we can.

KAL

kirklees**active**leisure

Apply now: <http://lei.sr/y1v9r>



Cancer and Rehabilitation Exercise (CARE) Programme Officer

Location: Nottingham

Salary: £19,000 – £22,000

Notts County Football in the Community is looking to recruit a Cancer and Rehabilitation Exercise (CARE) Programme Officer to provide day to day coordination and delivery of the programme across Nottinghamshire.

Do you...

Have experience in working within a charity? Have you had experience of working with people with long term health conditions?

Are you....

Prepared to go the extra mile to support people?
plus have great interpersonal skills?

Then this could be the role for you!

Click apply now to find out more and to apply.

<http://lei.sr/b7z1L>





Regional Account Manager to the South

Location: South Region, United Kingdom

Salary: Commensurate with Experience

Become Part of our growing Account Management Team at Legend

Legend is one of the UK's leading leisure management software providers. With head offices in the ancient city of York, UK; Legend's mission is to change the world in our own small but vital way, helping people get more active more often. We love what we do. Fortunately, so do our customers. Building on our excellent reputation, our business has grown and we are now recruiting for additional Regional Account Managers to help us build on our already excellent customer service offering.

We seek to engage people who wish to make an impact; people who like the freedom to get creative, as we tackle some really interesting challenges. You may be an individual who wishes to succeed and help us in our mission. In return, we will provide excellent rewards, a nurturing environment, and we will help you learn and grow with a generous approach to personal development.

Our success to date has been a result of listening to customers, studying opportunities to bring innovation to the industry and then taking the initiative with a hefty ongoing commitment to R&D.

The Role:

This will be a dynamic and fast-paced position; as part of the Legend Account Management Team, you will service a wide range of customers from multiple sectors within the southern region of the UK. Working to tight deadlines and delivering excellent planning, the role will need you to deliver at a consistently high level. There is obviously a strong people-focused element to this role by virtue of liaising with suppliers, colleagues and most importantly our customers.

Anyone interested should be naturally passionate and driven and want to ensure projects are delivered on time and to the highest standard.

Given the development pace of our product, you must be eager to always learn and share knowledge as a team player.

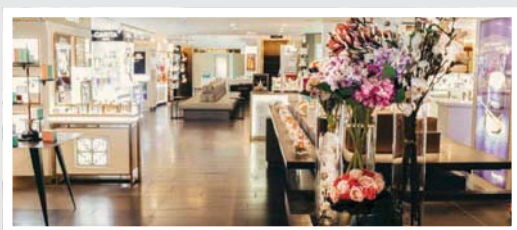
Benefits:

- Pension Scheme
- Childcare Vouchers
- Increased annual leave with service length
- Expenses and travel covered

For more information and to apply: <http://lei.sr/g0g1t>



URBAN RETREAT



VACANCIES

Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring. Be a part of this amazing team set to redefine the London beauty scene.

We are currently recruiting for 2 roles and are looking for individuals who are hardworking, highly skilled and professionals! If you are someone who has real passion for the beauty industry, who would like to be part of the best team in luxury surroundings, and able to provide services of the highest standards then we'd love to hear from you!

Beauty Therapist

Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills
- Fluency in English and excellent communication skills
- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

Hair Specialist

For the right candidate, The White House are offering the opportunity to spend three weeks training in the Frederic Fekkai salon in NY.

Essential key skills:

- Minimum 3 years shop floor and colour generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way
- Good command of English both verbally and in written communication
- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

To find out more about these roles click the link below!

Apply now: <http://lei.sr/J5o9Z>

HandPICKED HOTELS

BUILT FOR PLEASURE

Spa Therapists

Nationwide Competitive Salary plus Benefits

We are looking for talented Spa Therapists to join the Hand Picked Hotels team.

We have a range of Full Time & Part Time positions available to include weekend shifts on a rota basis and live in accommodation available at some of our sites starting from only £52 per week.

Our spa teams are passionate and dedicated to their profession. They aim to optimise the effectiveness of the treatments and therapies offered. When guiding our clients towards the right choice of treatment and product we take into account their overall lifestyle and its requirements and also their individual circumstances on the day and how they wish to feel.

Working at the spa is fun and we want you to love your job and embrace the warm, friendly personalities of our guests and be focused on delivering first-class experiences and exceeding their expectations at every turn. We are a family and we treat our team like family.

What we need from you:

- To be passionate about delivering the very best spa experience each and every day
- To be smart and well presented
- To have previous experience in a similar role or a real desire to prove yourself as a first-time therapist
- NVQ Level 3 or similar level spa related qualifications and be fully qualified as a minimum in manicures, pedicures, waxing, massage and facials
- Excellent level of spoken and written English
- To be able to work shifts as required that will include weekends and bank holidays
- Proof of eligibility to live and work in the UK



What we can offer you:

- Competitive salary
- Live in accommodation is available at some of our Hotel properties
- Annual leave rising with service
- Free car parking
- Discounted hotel accommodation across the Hand Picked group of hotels
- Employee of the month/year awards
- Full Elemis product and treatment training and development opportunities
- Uniform
- Meals on duty

Hand Picked Hotels is a collection of 19 country house hotels throughout the United Kingdom and Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge!

Our core values of family, individuality, initiative, welcoming and local engagement are not just words - it's what we do - every day.

Candidates must be eligible to live and work in the UK.

Apply now: <http://lei.sr/b7EOZ>



Senior Sales Assistant

KNIGHTSBRIDGE, LONDON

COMPETITIVE SALARY & BENEFITS PACKAGE

Strip has just celebrated 12 years of excellence in the Beauty industry, delivering unparalleled hair removal treatments in their opulent and luxurious boutiques, ensuring attention to detail with the highest level of customer service in everything they do.

Now with 6 high profile boutiques Strip is looking forward to further growth and are recruiting for exceptional, highly professional Salon Managers who are passionate about the beauty industry, delivering outstanding customer service and has a genuine interest in people and how to lead and motivate them.

You will be responsible for

- Ensuring a proactively managed & busy diary maximising revenue potential at all times
- To drive sales forward and maximise business profitability
- Ensure staff retention is maximised, through good HR practices, fully supporting & leading your team
- Ensuring all staff members are motivated and hitting their monthly targets through mentoring, excellent communication and leading by example
- Managing and forecasting professional & retail stock levels
- Staff rota, holidays, sickness and cover
- Assist and mentor new starters as part of their training program
- Ensure everyone is working to the company standard operating procedures at all times
- Ensure a five-star experience is delivered to every client at all times along with excellent management of any client complaints

The ideal candidate must have worked in a management role in the beauty or retail industry and be extremely driven, ambitious, personable and sales orientated.

- Minimum 2 yrs management experience gained within a beauty business environment
- Have a consistent upbeat demeanour
- Demonstrate strong leadership skills being a true people's person
- Have lots of initiative and thrive working under pressure
- Proven track record in setting and delivering against KPI's/sales targets
- Strong business acumen
- Must be able to demonstrate an excellent track record or fantastic client service skills
- Proficient in MS Office along with previous experience in a salon booking system is essential
- Excellent written and verbal communication skills
- Highly organised and motivated
- Have the aspiration of progressing and want a career path in this industry
- A minimum of 3 years working Visa
- Fully Flexible working ability (This will include working some weekends and evenings)

Apply now: <http://lei.sr/c7X8b>

Jump Giants Trampoline Park

Park Manager

Burton on the Wolds, Loughborough, UK

Competitive Salary

Main Responsibility:

To take responsibility for the day to day running of the trampoline park. To control and develop all aspects of the operation, including staff training/first aid, financial controls and product development.

You will ensure that the business operates in line with its targets plans and objectives. Ensuring that health and safety issues are monitored, maintained and reported in line with and as per current legislation guide lines.

Key Responsibilities:

- To offer leadership to the team
- To control the budget and ensure long and short term objectives are met
- To promote the organisations customer service standards
- To recruit, train and develop staff
- To prepare reports and presentations for the Directors
- To operate the sales and computer record systems
- To be responsible for all purchasing on site

The ideal candidate will be a commercially astute business manager who is adept at managing a young team and has extensive experience in managing a multi revenue stream business. With a financial package to match and prospects to develop and grow your skills within the leisure industry this is a sort after opportunity!

Apply now: <http://lei.sr/O9F9D>

