

# leisure opportunities

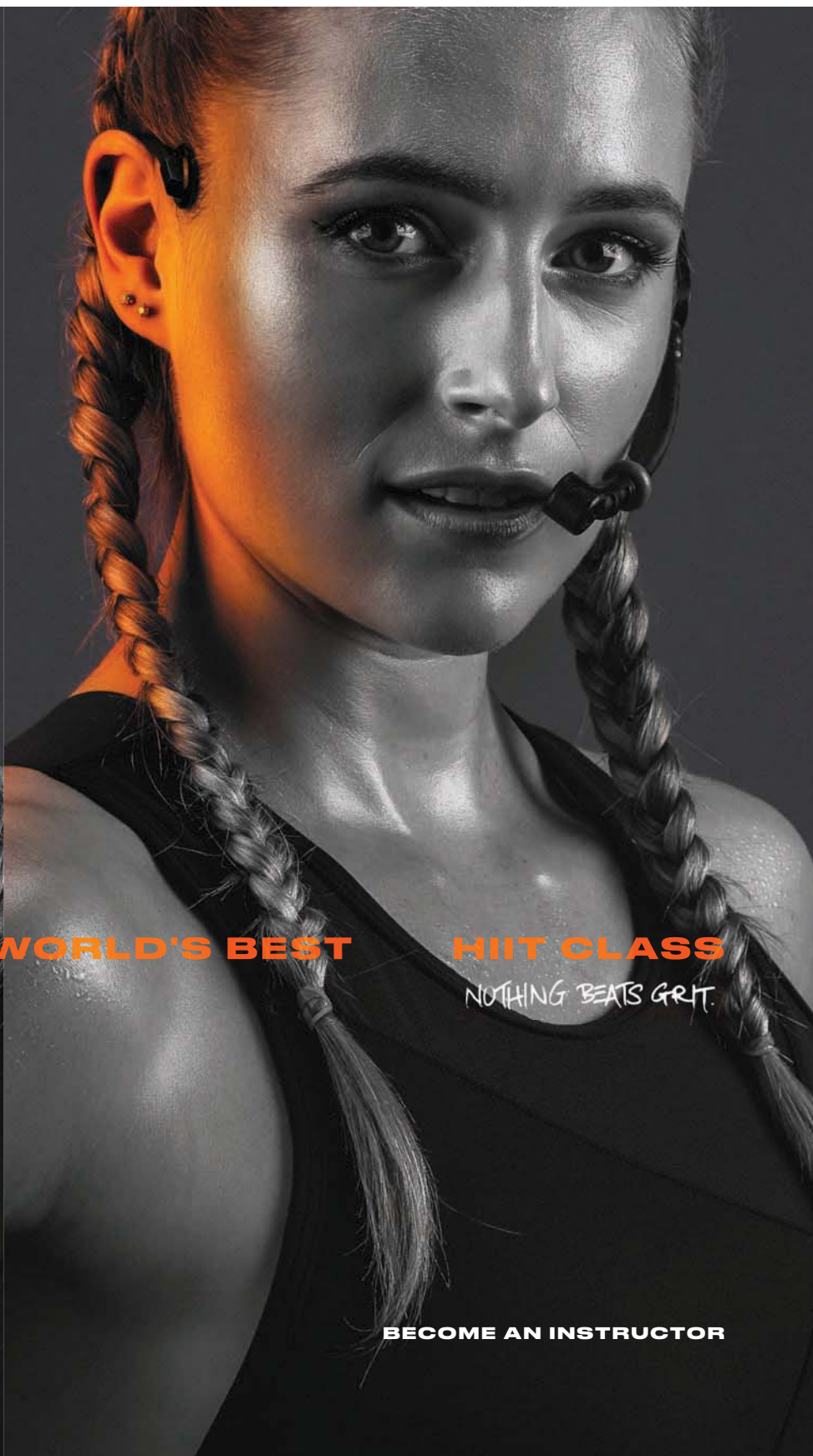
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# leisure opportunities

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## Government should 'invest in wellness'

Personal wellbeing should be the primary focus for the UK government's spending plans, according to an influential report by the All-Party Parliamentary Group (APPG) on Wellbeing Economics.

The report calls on the government to ditch economic growth as the principal aim and, instead, boost funding for mental health services, teaching in schools and social care by an extra £10bn within five years to raise the wellbeing of citizens.

The report, published ahead of the three-year spending review due later this summer, urges a sea change in thinking from ministers by claiming that happiness, fulfilment and the reduction of anxiety – rather than growth or jobs – was the "main factor" for voter satisfaction.

"The evidence is now clear," the report reads. "The main determinant of whether a government gets re-elected is the level of wellbeing – and not the level of employment or economic growth. So any wise government will target wellbeing, on prudential as well as moral grounds.



■ The report's recommendations include providing children with the 'tools to lead fulfilling lives'

Responding to the report, ukactive acting CEO Huw Edwards said the physical activity sector would have a major role to play, should the government adopt the report's approach.

"Physical activity is the golden thread running through all of these issues – helping to support health and wellbeing from cradle to grave," he said.

[More: http://lei.sr/B3z2E\\_0](http://lei.sr/B3z2E_0)



**Physical activity is the golden thread running through all of these issues**

Huw Edwards



**FITNESS**

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**SPA & WELLNESS**

**The Massage Company expands outside of the UK**

Charlie Thompson: "We want to be a global leader"

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## Scottish secretary **David Mundell** meets with LTA chief to ensure "Murray legacy" is not lost

Scottish Secretary David Mundell has met with Lawn Tennis Association (LTA) chief executive Scott Lloyd to discuss plans to develop the sport in Scotland and across the UK.

The meeting followed House of Commons exchanges earlier this year, when members of parliament stressed the need to capitalise on the success of the Dunblane-born tennis stars Andy and Jamie Murray.

In March, Toby Perkins, the Labour MP for Chesterfield – and a leading member of the all-party parliamentary group on tennis – tabled a question for the House of Commons about the lack of elite tennis in Scotland.



■ Mundell has called for the 'Murray legacy' to be utilised

**"I'm in no doubt that Jamie and Andy Murray's success must be harnessed to develop tennis"**

The Murrys and LTA have, historically, had a complicated relationship – especially when it comes to investing

in grassroots tennis.

Both Andy and Jamie – as well as their mother and former coach Judy

Murray – have been vocal in questioning a "lack of investment" and demanded "action and delivery" to improve the sport in Scotland.

In January, three-time Grand Slam winner Andy said "not enough has been done" to build on British success in recent years, adding: "I'm not sure Britain has really capitalised on the last seven or eight years of success we've had."

Speaking following his meeting at the LTA on Thursday 16 May, Mr Mundell said: "Andy and Jamie Murray are Scotland's greatest sports stars. They are also two of the most popular – and I'm in no doubt their success must be harnessed to develop tennis."

## BXR founder **Olia Sardarova** plans expansion with backing of boxer Anthony Joshua



■ BXR founder Olia Sardarova (right) with boxer Anthony Joshua, who has contributed to the designs of the studio

High-end boxing gym brand BXR is looking to roll out an expansion of its Sweat by BXR exercise concept in the UK, with founder Olia Sardarova saying she would like at least five studios running in the next three to four years.

Sardarova has also quashed industry rumours that she's currently working to open a BXR in New York, telling *Leisure Opportunities* "Not just yet for NYC - we're currently masterminding our London expansion."

**"I'm very interested to explore opening new locations beyond London"**

Sardarova said the concept of the BXR brand is based on mixing top-class boxing facilities with a pay-to-train group exercise programme.

Boxer Anthony Joshua is a stakeholder in the BXR business and Sardarova said that creating a gym that was good enough for Joshua was a guiding inspiration in creating the London club.

Joshua, who recently lost his world titles to Andy Ruiz Jr, uses the gym for strength training.

"I'm very interested to exploring opening new locations beyond London, not least because Anthony Joshua is involved in the business," said Sardarova. "He's a legend all over the UK. Having his support will make expanding very interesting."



■ Anson joins the BOA after a career spent in sport and entertainment

**"With Tokyo 2020 on the horizon I believe that the BOA and Team GB has an exciting future ahead"**

## Former Disney executive **Andy Anson** named BOA chief

**T**he British Olympic Association (BOA) has appointed Andy Anson as its new CEO.

Anson, a former chief financial officer at entertainment giant Disney, joins the national Olympic committee from small-sided football operator Goals Soccer Centres, where he was chief executive.

During his career, Anson has held a number of high-profile roles in sport, including chief executive of England's bid to host the 2018 FIFA World Cup and a stint on the board of directors at Manchester United Football Club. He has served as an unpaid independent non-executive director of the BOA since 2011.

Anson joins the BOA following the departure of former CEO Bill Sweeney to take up a similar role at the Rugby Football Union.

No start date has yet been agreed for Anson's tenure, although it is anticipated this will be in the autumn of 2019.

"With Tokyo 2020 on the horizon I believe the BOA and Team GB has an exciting future ahead," Anson said.

"I've been fortunate to enjoy a rewarding career across different aspects of the sports industry over many years, but the BOA is an organisation close to my heart and I'm extremely motivated to play a role in the future of the organisation on behalf of the athletes and the national governing bodies."

# leisure opps

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■ Emma Pridding (centre) will join the board as part of its benchmarking team

## Emma Pridding joins board of UK Spa Association

Emma Pridding, the spa and leisure revenue manager at The Spa at Carden, has been appointed to the board of the UK Spa Association (UKSA).

Pridding, a 20-year spa industry veteran, will join the board as part of its benchmarking team.

The benchmarking service is designed to enable members to gain new understanding of their business operations and provides a comprehensive monthly report, analysing

**"I look forward to encouraging industry operators to use the benchmarking service as it is a fantastic resource"**

the client's business as it currently sits within its competitive set and offers new ways to drive business.

In her new role Pridding will be responsible for promoting Benchmark both in UKSA and across the wider industry. She will also be responsible for setting the key performance indicators that will be used in the benchmarking process to evaluate the

success of an organisation before measuring these results against competition and the wider industry.

"I look forward to encouraging operators to use the benchmarking service as it is a fantastic resource," Pridding said.

"The more people who contribute, the more data there is available and the more valuable it will be."

## TEA president Michael Mercadante says new markets are key to driving global growth

**T**hemed Entertainment Association (TEA) president Michael Mercadante plans to drive the organisation's growth in new markets.

Speaking to *Leisure Opportunities*, Mercadante said that while expanding the association globally is one part of the plan for his tenure, the expansion would not only be governed by geography.

"The industry is evolving and diversifying in terms of market sectors, types of projects, guest expectations and business culture," he said.

"My own background puts me in an ideal position to help expand



■ Michael Mercadante became TEA president in November 2018

**"There are many business spaces in need of what TEA members can do, in terms of storytelling"**

the conversation within the museum and zoo communities and to grow the TEA's presence

in those communities around the world.

"There are many business spaces in need of what

TEA members can do in terms of storytelling, placemaking and compelling experiences."

Mercadante, who has been a member of the TEA's board since 2012, is president of US-based experience design firm Main Street Design. He succeeded David Willrich as TEA president in November 2018.

Mercadante says Willrich's legacy is one of a strong foundation for TEA events around the world, and he intends to build on this, saying: "A huge benefit of TEA membership is the access to people, places, discussions and venues we provide."



■ O'Sullivan is head of engagement at the Mental Health Foundation

## Chris O'Sullivan: key areas in which health clubs can help support members' mental health

Chris O'Sullivan, head of engagement at the Mental Health Foundation, has outlined a number of steps that health clubs can take in order to tackle mental health issues.

Writing in a *Talking Point* article in the May 2019 issue of *HCM*, O'Sullivan said that targeted sessions such as women-only or body confidence programmes can help to attract those who have negative feelings about their bodies.

O'Sullivan suggested the key areas where health clubs could help to overcome the nervousness that people with

mental health conditions might feel about joining a gym.

"It's crucial to consider the images and language used in your marketing and communication, especially on social media," he said. "Ensure you reflect a range of backgrounds and body shapes, for instance.

"It's also important for staff to have a level of mental health awareness, so they can spot signs of distress and provide support.

"Lastly, operators can signal a commitment by supporting anti-stigma programmes and fundraising for mental health charities."

**"It's important for staff to have a level of mental health awareness, so they can spot signs of distress and provide immediate support"**

## 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

## BUDGET OPERATORS

### Budget chain Sweat! goes bust

Female-friendly fitness operator Sweat! has closed its doors, just nine months after it revealed ambitious plans to roll out a network of in-store gyms at Debenhams retail stores.

Sweat! – which operated six locations – made a proposal to enter a creditors' voluntary arrangement (CVA) earlier this month, but the move was rejected.

That led the company to begin the process of entering voluntary liquidation instead.

Sweat! was launched by Virgin Active co-founder Frank Reed in 2013 and had secured backing from investment manager Puma Investments.

In a statement, a spokesperson for Puma

said: "As reported in the most recent interim results, Sweat Union Limited, the budget gym operator in which we invested some £3.4m, was experiencing trading difficulties.

"We regret to have to report that, following the rejection of a proposed creditors' voluntary arrangement, its directors have begun a process which may lead to Sweat entering creditors' voluntary liquidation.

"The shareholders are not expected to make any recovery from this liquidation, which will reduce the company's net asset value by approximately 11p per share."

[More: http://lei.sr/s5U7C\\_0](http://lei.sr/s5U7C_0)



■ Sweat! had plans to roll out a network of in-store gyms at Debenhams retail stores across the UK



**Following the rejection of a proposed creditors' voluntary arrangement, a process has begun for Sweat to enter creditors' voluntary liquidation**

Puma Investments

## RESEARCH

### White paper: valuing fitness instructors 'key to success'



**We know that members feel passionately about their instructors**

Wendy Coulson

Operators who recognise and reward their best instructors are more likely to retain customers, build brand loyalty and see improvements in their financial results.

That is the finding outlined in *The Impact of Instructor Quality In The Physical Activity Sector* – a white paper produced by fitness giant Les Mills and supported by not-for profit body ukactive.

The study found that instructors play a major role in clubs, from impacting member retention to instigating positive changes in operations.

"The sector should not undervalue the role of the Instructor," the report reads.



■ Instructors play a major role in clubs

"Members are often more loyal to their favourite instructor than they are to a facility – and often the soft skills of the instructor are more important to members than knowledge of the industry or a high level of qualifications."

Wendy Coulson, CEO of Les Mills UK and Ireland, said: "We know that members feel passionately about their instructors and will keep coming back to classes."

[More: http://lei.sr/R2S5b\\_0](http://lei.sr/R2S5b_0)



RESEARCH

## Premature heart deaths rise for first time in 50 years



**We are deeply concerned by this reversal**

Simon Gillespie

The number of people dying prematurely from heart attacks and strokes in the UK has risen for the first time in 50 years.

Research by British Heart Foundation (BHF) shows that 42,384 people died from conditions such as heart attack and stroke before the age of 75 in 2017. The number presents an upward trend from the 41,042 who died prematurely from the same ailments three years earlier (in 2014).

The number of deaths caused by heart and circulatory diseases in under 65s is also increasing, peaking at 18,668 in 2017, up from 17,982 five years earlier.



■ The trend has been blamed on the obesity epidemic

This represents a 4 per cent rise in the last five years, compared to a 19 per cent decline in the five years before.

According to BHF the numbers present a worrying slowdown, which follows decades of progress. The trend has been blamed on the obesity epidemic and modern, sedentary lifestyles which lead to physical inactivity.

BHF CEO Simon Gillespie said: "We are deeply concerned by this reversal."

[More: http://lei.sr/h7w7Z\\_0](http://lei.sr/h7w7Z_0)

BOUTIQUE GYMS

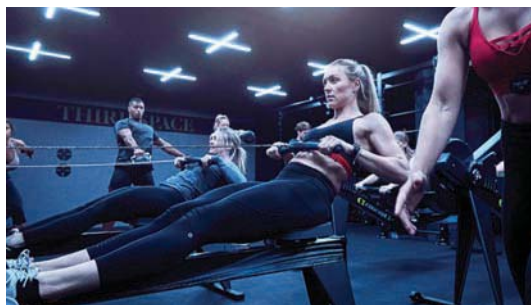
## Revenues up at Third Space – plans to double in size

Premium fitness operator Third Space created revenues of £36.8m during 2018 – a 13.7 per cent increase on 2017 figures.

Announcing its results for the year to 31 December 2018, the company revealed that nearly a third of its revenues (30 per cent) now come from in-club spend – primarily personal training and food.

Its boutique studio chain, Another Space, achieved year-on-year revenue growth of 76 per cent.

In a statement, the company said its strong financial performance was driven by membership



■ Nearly a third of Third Space's revenues now come from in-club spend, including personal training and food



**Health, wellness and experience are the true currency of our time**

Colin Waggett

applications to the new City of London club and increased spend from existing members, driven by its model of larger-footprint clubs resulting in "higher than average revenue per member".

"These results demonstrate that health, wellness and experience are the true currency of our time, and that our model is supported by favourable industry trends," said CEO Colin Waggett.

[More: http://lei.sr/q9z7q\\_0](http://lei.sr/q9z7q_0)

## Up and Active project returning '£28 for every £1'

A project aiming to get people across East Lancashire more physically active is achieving a social return on investment of £28 for every £1 spent.

The Up and Active programme offers activity sessions based around exercise – including targeted weight management activities, a programme of exercise for children.

The scheme is delivered by five East Lancashire leisure trusts – Pendle Leisure Trust, Burnley Leisure Trust, Hyndburn Leisure Trust, Rossendale Leisure Trust and Ribbles Valley Borough Council.

[More: http://lei.sr/Y2V8D\\_0](http://lei.sr/Y2V8D_0)

## CAMPAIGNS

# Japanese radio helping over 55s get active

A new collaboration between Sport England, think tank Demos and care and housing provider Anchor Hanover looks to get the over 55s in the UK more physically active – using a model that has proved popular in Japan.

Called "10 Today", the scheme provides a series of easy, accessible and enjoyable 10-minute exercise broadcasts – for both radio and online – which can be followed almost anywhere and at any time.

Inspired by Radio Taisho, an evidence-based national daily exercise broadcast on Japanese radio, 10 Today has been produced and led by older people, for older people.

Radio exercises are popular in Japan and parts of

Mainland China and Taiwan and are often performed to music and guidance.

They were first introduced to Japan in 1928 as a commemoration of the coronation of Emperor Hirohito. Following a hiatus in post-war Japan, they were reintroduced by NHK radio in 1951 with the support of the education ministry, health ministry, the Japan Gymnastic Association and the Japan Recreation Association.

"10 Today is an innovative approach to support older people to get and stay active in a way that's convenient and fun," said Sport England's executive director for tackling inactivity, Mike Diaper.

[More: http://lei.sr/K8A2e\\_0](http://lei.sr/K8A2e_0)



■ 10 Today has been inspired by Japan-based Radio Taisho



**“**  
**10 Today is an innovative approach to support older people**

Mike Diaper

## INDOOR CYCLING

# Psycle closes Canary Wharf studio – blames Crossrail delays



**Trading conditions have continued to be difficult**

Rhian Stephenson

Boutique indoor cycling operator Psycle has written to its members, announcing plans to close its studio at Canary Wharf in London.

In an emailed letter, CEO Rhian Stephenson said she was "saddened to announce" the closure and blamed it on the delays in the Crossrail project – and the knock-on effect they have had on footfall.

"I'm writing to let you know of an important change happening at Psycle," she wrote. "On June 20th, we will be closing the Canary Wharf Studio. Since launching in June 2016, the



■ Psycle opened the Canary Wharf site in 2016

success of Canary Wharf has largely depended on the promise of Crossrail.

"With one setback after the next and the subsequent loss of footfall, trading conditions have continued to be more difficult than we had anticipated. This has forced us to reconsider our options and ultimately led to this unfortunate decision."

[More: http://lei.sr/9T6b5\\_0](http://lei.sr/9T6b5_0)



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## TRENDS

# Balance training trend gathers pace

Balance training is increasing in popularity among fitness operators and users.

The emergence of balance training as a growing trend was identified by HCM in its latest *Fitness Foresight* report, published in *HCM Handbook 2019*.

Having an excellent sense of balance is a fundamental element of good physical literacy and in the report, HCM predicts that training methods that improve balance will grow in popularity as people increasingly appreciate the benefits of having a strong core and good balance.

The trend is likely to drive growth in yoga and pilates-related disciplines and also

increase the use of balance-based exercise equipment.

As a sign that the latter is already happening, neuromuscular training equipment provider Reaxing is now entering the UK, having named The Physical Company as its exclusive distributor for the UK market.

Reaxing has developed a training methodology and product range which includes lights, water balls, floating boards and water-based, loaded movement training kit.

"Reaxing is built on innovation and aims to provide a unique approach to muscle and neuromotor development," said Alan Holl, international VP of Reaxing.

[More: http://lei.sr/E2y5z\\_0](http://lei.sr/E2y5z_0)



■ One of the balance training suppliers is Reaxing



**Reaxing is built on innovation and aims to provide a unique approach**

Alan Holl

## PUBLIC LEISURE

# Work begins on £6.3m Market Rasen Leisure Centre



**The centre is a significant investment for the town**

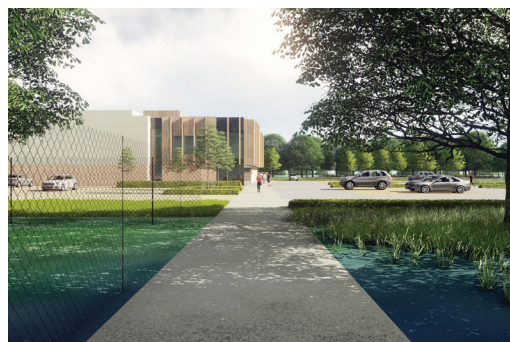
Jeff Summers

Construction work has begun at the site of the £6.3m Market Rasen Leisure Centre in Lincolnshire.

Scheduled to open in 2020, the centre will include a health club with a 40-station gym floor, multi-use fitness studios, dance studio, a four-court sports hall and an events space. Outdoor facilities include a 3G football pitch.

Owned by West Lindsey District Council (WLDC), the centre was designed by CPMG Architects.

The council signed a 15-year deal with Everyone Active in June 2018,



■ The Leisure Centre is scheduled to open in 2020

which included the provision for the new centre and an additional investment of £7.8m across the council's leisure provision.

Jeff Summers, leader of WLDC, said: "The centre is the most significant investment in the town for many years."

[More: http://lei.sr/U4v4X\\_0](http://lei.sr/U4v4X_0)

# 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](http://www.communityleisureuk.org)**

**@CommLeisureUK**

**[cateatwater@communityleisureuk.org](mailto:cateatwater@communityleisureuk.org)**

***Thank you for reading.***





# Alderley Park's new gym and sports complex creating jobs

A new gym and sports complex is to launch to the growing on-site Alderley Park community and local residents later this year.

**T**he new sports complex will include a gym, group fitness studio, sports hall, three outdoor tennis courts and a five-a-side all-weather football pitch. There will also be new 7-a-side and 11-a-side football pitches and outdoor recreation areas.

Managed by Cheshire-based Health and Wellbeing Charity Everybody Sport and Recreation, the sports complex is part of a £160m investment from park owners Bruntwood SciTech.

The new development will create a number of new employment opportunities for health, fitness and leisure professionals in Cheshire East. The new, innovative roles will include delivering a wide range of group fitness classes, personal training, health and fitness advice, and excellent front of house customer service.

There will also be opportunities for experienced duty managers and other health and fitness professionals to join the team.

Alderley Park will be the first site in Cheshire East to include an immersive group cycling studio, offering users the Les Mills 'The Trip' experience.

Peter Hartwell, CEO, Everybody Sport and Recreation, said: "We're thrilled to be running the new leisure facilities at Alderley Park and can't wait to open our doors. We'll be putting together a varied schedule of classes, ranging from indoor group cycling to yoga, which will be open to all the people working and living at the Park as well as for the local community to enjoy."

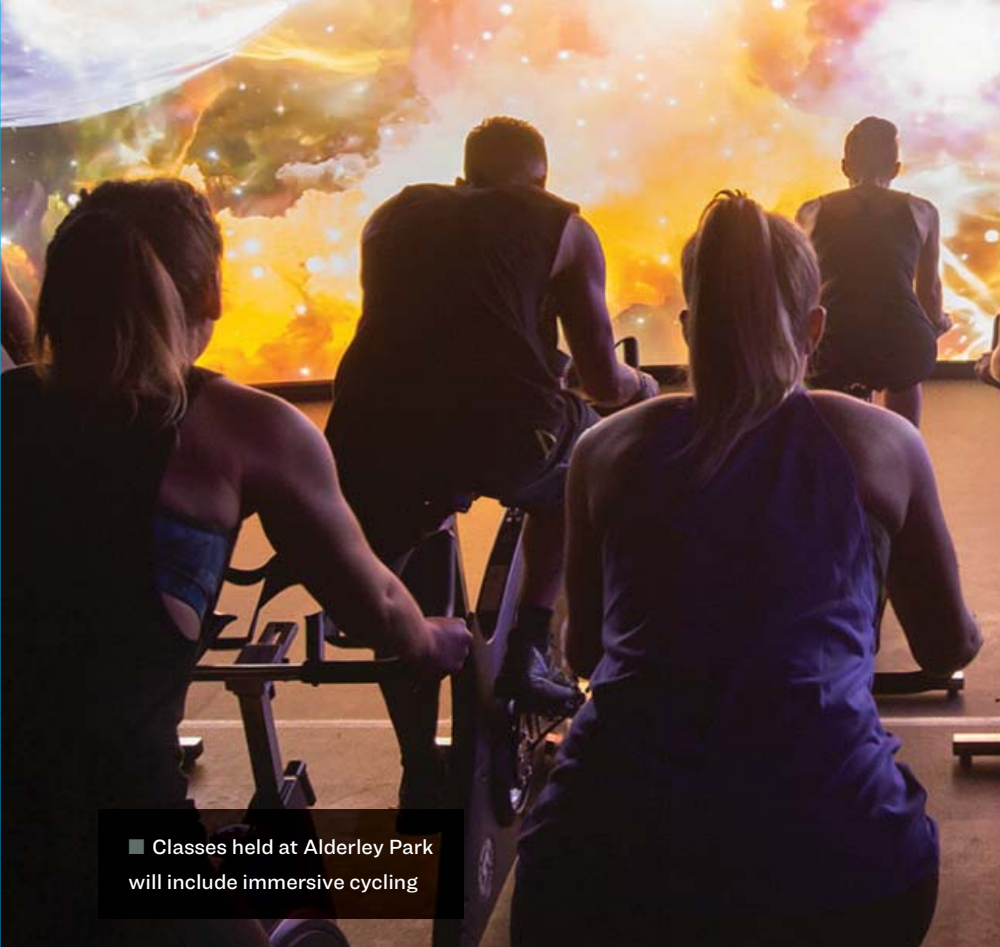
The new gym and sports complex is an integral part of Alderley Park, which will also include a gastropub and retail outlets.



Everybody Sport and Recreation is currently celebrating its fifth birthday as an independent charity, in which numerous achievements have been made including recently being awarded with Investors in People status for a further three years.

The charity employs more than 900 staff and has a network of more than 100 volunteers all working to the aim to help people to live well and for longer and to provide leisure for life.





■ Classes held at Alderley Park will include immersive cycling



■ The new facility is part of a £160m investment by Bruntwood SciTech

Thomas Barton, executive director, Everybody Sport and Recreation commented: "This is a fantastic time to join our ever-growing health and wellbeing charity. Alderley Park is going to be a state-of-the-art facility offering the local community new and innovative ways to get fit and healthy. We are looking forward to expanding our team and employing people with a focus on creating a great customer experience for our new members."

The new gym is due to open in Autumn 2019. To see all the new job opportunities available at the centre (and to apply) visit: [www.everybody.org.uk](http://www.everybody.org.uk)

If you would like to find out more information about Everybody @ Alderley Park, please visit: [www.everybody.org.uk](http://www.everybody.org.uk) or email [recruitment@everybody.org.uk](mailto:recruitment@everybody.org.uk)

## Q&A

### Kebriah Pardoe

GENERAL MANAGER  
ALDERLEY PARK



#### How did you first get into fitness?

While at college I started a part time role as a leisure assistant at Middlewich Leisure Centre. I worked my way up to duty manager and was involved in the launch of the Holmes Chapel Community Centre in 2017.

#### What's your role at Alderley Park?

I'm the general manager – it's always been a dream of mine to reach this level of responsibility. It was amazing when I got the call and offered the position and I am so excited to put all my ideas and plans into action. There's always been so many opportunities within Everybody Sport and Recreation and I have been able to grow my career, gain valuable training through the Everybody Academy.

#### What will the new gym and sports complex at Alderley Park bring to the Cheshire East community?

We'll be engaging with all the local businesses, employees and residents in and around the park to showcase the brand new facilities. We've already been building some strong partnerships and the customers experience will be at the heart of what we do. Our staff will be very focused on improving peoples health and fitness and will have the expertise to provide personalised programmes. Our new immersive cycling studio is the first of its kind in the region and the gym has state-of-the-art Technogym equipment so it is definitely going to be the place to workout in Cheshire East!

## MAJOR PROJECT

### Work starts on £520m CG village

Construction work has begun on the Birmingham 2022 Commonwealth Games Village – the largest infrastructure project directly related to the Games.

The £520m development in Perry Barr will provide a home for around 6,500 athletes and officials during the Games and is due for completion in early 2022.

Post games, the development will be converted into more than 1,400 homes, forming the first phase of a long-term regeneration plan for Perry Barr.

In legacy mode, the village will sit alongside improved open space, a redeveloped Alexander Stadium and related community, sport

and leisure facilities as well as transport improvements.

The masterplan for the Games village was designed by a team led by local firms Glancy Nicholls Architects and Glenn Howells Architects.

"Perry Barr will provide a magnificent base for athletes in the summer of 2022 – and then go on to provide a genuine long-term Commonwealth Games legacy, by helping house the people of Birmingham in high-quality homes," said Ian Ward, leader of Birmingham City Council.

"This project is also offering a great boost to the local economy."

[More: http://lei.sr/A4y8b\\_0](http://lei.sr/A4y8b_0)



■ The masterplan for the village was approved in 2018



**Perry Barr will provide a magnificent base for athletes**

Ian Ward

## STRATEGY

### New corporate strategy for Sportscotland



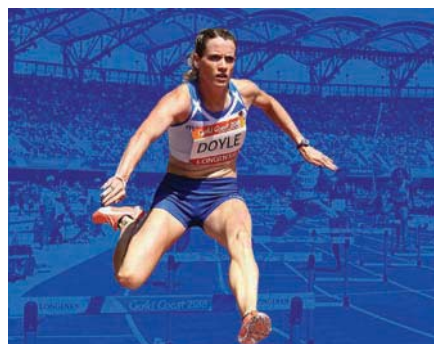
**In an active Scotland we will all find ways to be physically active every day**

Sportscotland strategy

Sportscotland has unveiled its new corporate strategy, setting out its approach to delivering an active Scotland where "everyone benefits from sport".

The national agency for sport has outlined a vision based on six key principles. These are for the organisation to become "inclusive, accountable, responsive, person-centred, collaborative and world-class".

Entitled Sport For Life, the strategy sets out the assets available to Scottish sport and the approach which will allow the entire population



■ The strategy based on six key principles

to benefit from sport – even people who don't take part in it.

"In an active Scotland we will all find ways to be physically active every day," the strategy document reads.

"As the national agency for sport our role is to make sure sport plays its part in a thriving Scotland."

[More: http://lei.sr/V9R4P\\_0](http://lei.sr/V9R4P_0)



**MAJOR PROJECT**

## All England Club completes work on No 1 court roof



**The roof cost around £70m and will enable more matches to be played for longer if weather conditions turn for the worse during the Wimbledon Grand Slam tournament**

There will be more guaranteed play at this year's Wimbledon Tennis Championships – thanks to the completion of a three-year project to cover the famous No. 1 Court at the All England Lawn Tennis Club (AELTC).

AELTC unveiled a fully retractable roof on top of the court at the Wimbledon tennis complex this past weekend.

The roof cost around £70m and will enable more matches to be played for longer if weather conditions turn for the worse.

Wimbledon has now become the second Grand Slam – alongside the Australian



■ The completion of the roof was celebrated with a ceremonial event featuring former and current players

Open – to have two covered courts, allowing play to continue in bad weather. Wimbledon's Centre Court was covered with a similar retractable roof in 2009, as part of a major £100m redevelopment.

The roof at No. 1 Court forms part of a larger, £175m redevelopment of the venue, which included replacing the old stands and capacity being increased from 11,500 to 12,400 spectators.

[More: http://lei.sr/T6U6G\\_0](http://lei.sr/T6U6G_0)

**STADIUMS**

## Connacht secures planning approval for €30m stadium

Connacht Rugby has been granted full planning permission for the €30m redevelopment of its Sportsground stadium in Galway, Ireland.

The project will include a full redevelopment of the stadium to bring it to "modern standards", as well as the creation of a multi-use indoor high-performance training centre.

Funded by €10m of private funding and a central government grant of €20m, the project – masterplanned by Chapman Architects – is the result of an arrangement reached between the Irish



■ The project will secure the long-term future of Galway Sportsground as the home of Connacht Rugby



**There has been huge momentum behind the project**

Willie Ruane

Greyhound Board and the freehold owners of the Sportsground, the Galway Agricultural and Sports Society. The partners have agreed a "shared vision" for the future of the venue.

"There has been huge momentum behind the project since we announced last October, and we now have the final granting of planning permission," said Willie Ruane, CEO of Connacht Rugby.

[More: http://lei.sr/Z9B6h\\_0](http://lei.sr/Z9B6h_0)

## New company to operate leisure facilities in Wales

Gwynedd Council in north Wales has set up a new company to operate leisure facilities in the region.

Byw'n lach – a company limited by guarantee – will take over responsibility for the council's 12 leisure centres and 260 staff. The move will allow the council to undertake a number of improvements and additions across the portfolio of sites.

According to Amanda Davies, Byw'n lach managing director, the purpose for setting up the company was to secure a "sustainable leisure and fitness offer".

[More: http://lei.sr/U5D2x\\_0](http://lei.sr/U5D2x_0)



## PARTICIPATION

### Baseball looks for legacy from MLB's London series



**MLB coming to London is an opportunity for our sports**

John Boyd

BaseballSoftballUK is hoping to use this year's Major League Baseball (MLB) London Series to give the sport a push and increase its popularity across the country.

The development agency for baseball and softball will help organise events and activities designed to create a lasting legacy from the two games in June, the first MLB regular season matches ever to be held in Europe.

Activities will run from late May through to September, using the games between the New York Yankees and Boston Red Sox – to



■ Many of the events will take place at Farnham Park, the UK's only purpose-built complex for baseball

be played at London Stadium on 29 and 30 June – as a centrepiece.

According to BaseballSoftballUK CEO John Boyd, the legacy events will be designed to increase awareness and encourage participation in the two sports – especially by children and young people – and enhance fan engagement.

"MLB coming to London is a substantial opportunity for our sports," Boyd said.

[More: http://lei.sr/6p8F2\\_0](http://lei.sr/6p8F2_0)

## CAMPAIGNS

### £1m 'Place for Sport' fund launched for Wales

Sport Wales has launched a funding initiative called 'A Place for Sport', which will see £1m invested in community sports facilities.

Delivered in partnership with the Welsh Government, the fund will support projects seeking to improve, protect or create new sporting facilities.

Primarily targeted at community sports groups, the fund has been designed for smaller-scale projects – such as floodlights, new multi-sport surfaces, sports equipment and the expansion or improvements to existing facilities. The deadline for applications is 28 June 2019.



■ The new fund is targeted at community sports



**This investment shows a firm commitment from the government**

Brian Davies

According to Brian Davies director of performance at Sport Wales, the fund demonstrates a "firm commitment" from the Welsh Government to help modernise sports facilities.

"It's known that having the right facilities in the right place can have a big impact on a person's experience of sport and affect the likelihood of them participating on a regular basis," Davies said.

[More: http://lei.sr/V5y6p\\_0](http://lei.sr/V5y6p_0)

### Premier League clubs post record revenues

The European football market is now worth a record £25.1bn, with the 'big five' European leagues contributing £13.8bn of the total income – a 6 per cent increase from the previous year.

The 28th Annual Review of Football Finance, published by the Sports Business Group at Deloitte, shows that the English Premier League continues to lead the way and is 72 per cent larger than its nearest competitor, Germany's Bundesliga.

Premier League club revenues rose to £4.8bn, an increase of 6 per cent.

[More: http://lei.sr/2K2s8\\_0](http://lei.sr/2K2s8_0)

## New study to reduce regulatory burden

One of the great problems that all business face is the cost of regulatory burden – not just in the time and cost that it imposes on businesses, but also that high levels of regulation lower productivity and hinder business growth.

This problem is even more acute in the tourism industry, where a much higher proportion of businesses are SMEs where owners have less ability to interpret and implement legislation.

### Tackling the issue

Acknowledging this problem, successive governments have come up with plans to “cut swathes of red-tape” or have a “bonfire of the regulations”. These initiatives usually start with a great fanfare, but after a few months they peter out with nothing really happening in terms of reducing regulations.

The main reasons for this are that most legislation is actually there for a valid reason and government officials are usually very nervous about removing legislation – in case something goes wrong and it’s realised that the legislation that was removed was actually quite important.

So, the question remains as to what can be done to reduce red tape. One of the new innovations to help resolve this is Primary Authority, whereby a large operator can work with a specific local authority to develop an agreement on how a set of regulations should be interpreted and applied. This agreement then applies throughout the country, so no matter where the business opens a new facility, they know that the measures that they

take to comply with the regulations will be the same. While this is a great step forward for large businesses with lots of branches, it doesn’t really help SMEs which just have one location.

So, to find a way to support tourism SMEs, the Tourism Alliance is working with BEIS and VisitEngland on a new study aimed at finding ways to reduce regulatory burden for tourism SMEs.

The study will be conducted by Swansea University over the next six months. It will focus on developing a better understanding of the networks that tourism SMEs are linked into and how they currently get information and guidance on complying with legislation. It will also look at ways SMEs can better develop their businesses.

It is hoped that this research will lead to the development of new ways of providing accurate and timely advice, so that we can reduce regulatory burden and support tourism growth. ●



■ Kurt Janson, director, Tourism Alliance



It is hoped the research will lead to the development of new ways of providing accurate and timely advice



■ Businesses with one location often do not benefit from the Primary Authority initiative

## TRAINING

# Swim England and RLSS sign training deal

Swim England and the Royal Life Saving Society (RLSS UK) have entered into a new partnership to make it easier for swimming teachers and lifeguards to access training.

The partnership will look to create new courses for the aquatic workforce and to make it easier to upskill staff within the swimming sector.

"We have worked closely with RLSS UK for many years, but this is the first time we will be combining our expertise to support the development of the swimming workforce," said Jane Nickerson, Swim England CEO.

"Giving easier access to our high-quality courses through a one-stop shop

presents a great opportunity for teachers and lifeguards to complete their qualifications effectively, meaning even more people will be able to benefit from quality lesson provision that embraces the Swim England national learn to swim framework."

Lee Heard, Director of Partnerships for RLSS UK, added: "RLSS UK have awarded more than 1.2 million qualifications in the last five years and with nearly 90,000 RLSS UK-qualified pool lifeguards there are some very natural synergies in our two organisations working together to help support leisure operators."

[More: http://lei.sr/v3C9N\\_0](http://lei.sr/v3C9N_0)



■ RLSS' Lee Heard (left) with Swim England CEO Jane Nickerson (centre) and Rebecca Cox, MD of Institute of Swimming (right)



**We've worked closely with RLSS for many years, but this is the first time we will be combining our expertise to support the development of the swimming workforce**

Jane Nickerson

## INNOVATION

# A UK first – swimming pool built inside a sports hall



**This project has been three years in the making**

Bob Greenland

There is nothing new in facility operators reconfiguring underused sports courts as gyms and exercise studios in order to cater to changing demands.

Monmouthshire County Council (MCC) in South Wales, however, has taken the re-assigning of facilities to a new level – by building a swimming pool inside a sports hall.

In an impressive feat of construction engineering, the 25m pool and spa were constructed within the existing structure at Monmouth Leisure Centre. This is the first time a project of this kind has been



■ The 25m pool and spa were constructed within the existing structure at Monmouth Leisure Centre

successfully executed in the UK and forms part of a £7.4m refurbishment and extension of the centre.

"This project has been three years in the making," said Bob Greenland, MCC cabinet member.

[More: http://lei.sr/Q4K4k\\_0](http://lei.sr/Q4K4k_0)



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**Professional  
Standards**

# Spa & wellness news

## EVENTS

## GWS to focus on the future of workplace wellness



**I believe that a strong sense of purpose is the key to wellness**

John Wood

The Global Wellness Summit (GWS) has announced a new topic for the event: how purpose needs to be at the very heart of corporate culture and how creating a purpose-focused company is the path to more profitable, successful businesses.

Some of the world's top corporate strategy consultants will explore how a new focus on purpose is the very future of wellness at work.

Elsewhere, John Wood, a sought-after advisor on "connecting purpose and profitability" for companies, including Credit Suisse, Facebook, Netflix and Nike,



■ GWS will take place from 15-17 October 2019

will speak on purpose-driven companies and fast-changing corporate cultures.

"I believe that a strong sense of purpose is the key to wellness in the workplace," said Wood. "The age-old model of simply grinding out profits, in order to make rich people richer, no longer excites customers."

[More: http://lei.sr/5g9c3\\_0](http://lei.sr/5g9c3_0)

## MARKETING

## Grayshott launches Health Regime experience

Grayshott Health Spa, a luxury spa resort and the former home of Alfred, Lord Tennyson, in Surrey, is set to introduce the Health Regime experience, a seven-day programme designed to balance and restore the digestive system.

The Health Regime is built around four main principles: Resting the digestive tract, replenishing the gut's microbiome, stimulating cellular cleansing and 'De-sugaring' the diet.

Guests will eat a diet free from grains, dairy and starchy vegetables, to give the lining of the



■ Grayshott was previously the home of noted British poet Alfred, Lord Tennyson



**Classes will be hosted by Adam Palmer, consultant executive chef at Grayshott**

gut the chance to heal and regenerate, the 5:2 method of intermittent fasting will detox and aid regeneration, while the elimination of sugar will improve cognitive function, boost energy levels and aid weight loss/management.

Launching alongside the Health Regime is Regime Gastronomy, a cookery school in partnership with Applegarth Farm.

[More: http://lei.sr/9p8x4\\_0](http://lei.sr/9p8x4_0)

## Macdonald Hotels and Jennifer Young sign partnership

Macdonald Hotels & Resorts has partnered with specialist skincare company Jennifer Young - Beauty Despite Cancer to become one of the first hotel groups in the UK to offer spa treatments to people living with and beyond cancer.

A range of treatments and product ranges, including the Defiant Beauty and Beyond Beauty ranges, will be rolled out across Macdonald's entire spa collection throughout 2019. The first to feature the selection will be Macdonald Berystede Hotel & Spa in Ascot.

[More: http://lei.sr/N4C8K\\_0](http://lei.sr/N4C8K_0)

## EXPANSION

# The Massage Company expands into India

UK-based The Massage Company (TMC) has signed a deal with FranGlobal, Asia's largest franchise reseller, to open 50 massage centres across India, potentially delivering up to an estimated US\$50m in network revenue.

TMC was founded in 2016 by Elliot Walker and Charlie Thompson, who until recently was chairman of the UK Spa Association. A membership-based massage franchise, TMC now has centres in Surrey, Kent and Buckinghamshire, UK, with more centres planned in London, Hampshire and Birmingham within the next year. The company says that the FranGlobal deal

indicates a major milestone in its growth plans. "We aim to become the global leader in membership-based massage, and we consider India to be a sizeable market which will enable us to achieve this goal," said Thompson.

TMC has teamed up with FranGlobal – which has also partnered with the likes of global estate agency network REMAX and food travel experts SSP Group – to chart aggressive plans to "revolutionise the Indian massage sector", starting with the launch of a centre in Delhi, NCR, before penetrating deeper into Tier-1 cities across India. [More: http://lei.sr/K9G9h\\_0](http://lei.sr/K9G9h_0)



■ The Massage Company was founded in 2016 by Charlie Thompson, MD (left) and Elliot Walker, CEO



**We aim to become a global leader in our field**

Charlie Thompson

## REDEVELOPMENT

## Grantley Hall invests in wellness as part of revamp



**Wrantley Hall will be one of the UK's most exceptional retreats**

Andrew McPherson

Grantley Hall, a luxury hotel and spa, on the Yorkshire Dales, is set to reopen following an extensive renovation.

Expected to open in July 2019, the revamped hotel is located in a Grade II-listed building and is billed as one of this year's 'most remarkable luxury launches'.

New facilities will include new spa and wellness offering which will form the cornerstone of the hotel's luxury offering.

Dedicated to restoring balance and rejuvenation, The Three Graces Spa will be home to five treatment rooms, wet and thermal facilities and will boast an extensive treatment menu offering a host



■ Grantley Hall is set to reopen in July

of bespoke face and body treatments, therapies and extended spa journeys from brand partners ila and Natura Bissé.

Andrew McPherson, general manager at Grantley Hall said: "Wrantley Hall will be one of the UK's most exceptional five-star luxury retreat experiences, combining rich heritage and 17th-century splendour with beautiful contemporary design."

[More: http://lei.sr/R6j2p\\_0](http://lei.sr/R6j2p_0)



# Attractions news

## HERITAGE ATTRACTIONS

### New tourist attraction for Inverness Castle



**LDN says the vision for the project includes galleries, museums, shops, restaurants, cafés and a new public space**

Inverness Castle in the Scottish Highlands is to be transformed into a tourist attraction that celebrates the Highlands' past, present and future, with LDN Architects, based in Edinburgh and Forres, appointed to work on the project.

The castle, which stands on a hill overlooking the River Ness, is more than 180 years old, although fortifications have stood on the ground for centuries. It's currently the base for the Scottish Courts and Tribunals Service but will soon be vacated.

LDN says the "vision" for the project includes galleries,



■ Inverness Castle currently houses the Scottish Courts and Tribunals Service

museums, shops, restaurants, cafés and a new public space.

The project is led by the Highland Council, which has appointed a creative director, Bryan Beattie from Creative Services, to work on it. It forms part of the £315m Inverness and Highland City-Region Deal from Scottish Government.

[More: http://lei.sr/q9f4S\\_0](http://lei.sr/q9f4S_0)

## COMPANIES

### Animmersion to expand into UK attractions

Animmersion, a UK-based 3D visualisation web and app development company, has announced plans to expand into the UK attractions market following the success of its DeepFrame One mixed-reality display

Developed by Realfiction, a Danish company specialising in mixed-reality displays, the DeepFrame One merges the real and virtual worlds by blending physical and digital elements in real-time to create stunning visual displays.

It offers a 'window-like' display and features a



■ DeepFrame One blends physical and digital elements



**The UK market is an exciting opportunity for us**

Dominic Lusardi

high-precision optical lens and curved OLED screen enabling visitors to experience lifelike images and animations as a virtual layer on top of the real world without the need for VR headsets or 3D glasses.

Dominic Lusardi, owner and MD of Animmersion, said: "The UK attractions market is an exciting opportunity for Animmersion."

[More: http://lei.sr/L8b7q](http://lei.sr/L8b7q)

### Scots heritage sites benefit from National Trust project

Brodick Castle on the Isle of Arran has reopened – the first of a series of major investments in Scotland's heritage by the National Trust for Scotland to come to fruition.

The conservation charity has ploughed £13m into improving visitor experience and conditions at a number of locations that are due to be unveiled this summer. This is part of a £57m five-year plan of investment.

Further locations soon to reopen include a revamped visitor centre at Glencoe and Hill House Box.

[More: http://lei.sr/H6E5E\\_0](http://lei.sr/H6E5E_0)

## THEME PARKS

# Merlin second largest operator globally

Merlin Entertainments remains the world's second largest theme park and attractions operator, following a year in which it welcomed 67 million visitors to its sites.

The latest edition of the *TEA/AECOM Theme and Museum Index* also shows that attendance at Merlin attractions increased by rose 1.5 per cent during 2018, when compared to the year before.

According to the report, 2018 was a landmark year for the themed entertainment industry, with the theme park operators globally exceeding combined visitor totals of more than 500 million people for the first time ever.

The report adds that the achievement has been accomplished by focused capital investment, technology-enhanced products, intellectual property based stories, and destination tourism development. Disney remains king of the jungle, with its 157 million visitors for the year – somewhat dwarfing second-placed Merlin.

"Overall, it's been an outstanding year, as the themed entertainment industry has matured and been recognised not only as a significant driver of international development, economic impact, and tourism, said John Robinett, senior VP at AECOM.

[More: http://lei.sr?a=S9B3R](http://lei.sr?a=S9B3R)



■ Merlin received 67 million visitors to its attractions in 2018



**“**  
**IT's been an  
outstanding year for  
the attractions market**

John Robinett

## INDUSTRY AWARDS

## Museums and Heritage awards winners revealed



**Museums are among  
my favourite places**

Sir David Attenborough

Sir David Attenborough was among the winners of the Museums + Heritage Awards, which were held for the 17th time this year.

The veteran TV star won the Special Recognition Award at the event, which celebrate "innovative and ground-breaking initiatives from museums, galleries and heritage visitor attractions across the UK and overseas".

Other winners were the SS Great Britain Trust securing the Permanent Exhibition of the Year for Being Brunel and the Australian National Maritime Museum, which won the



■ This year's winners gather on stage to celebrate

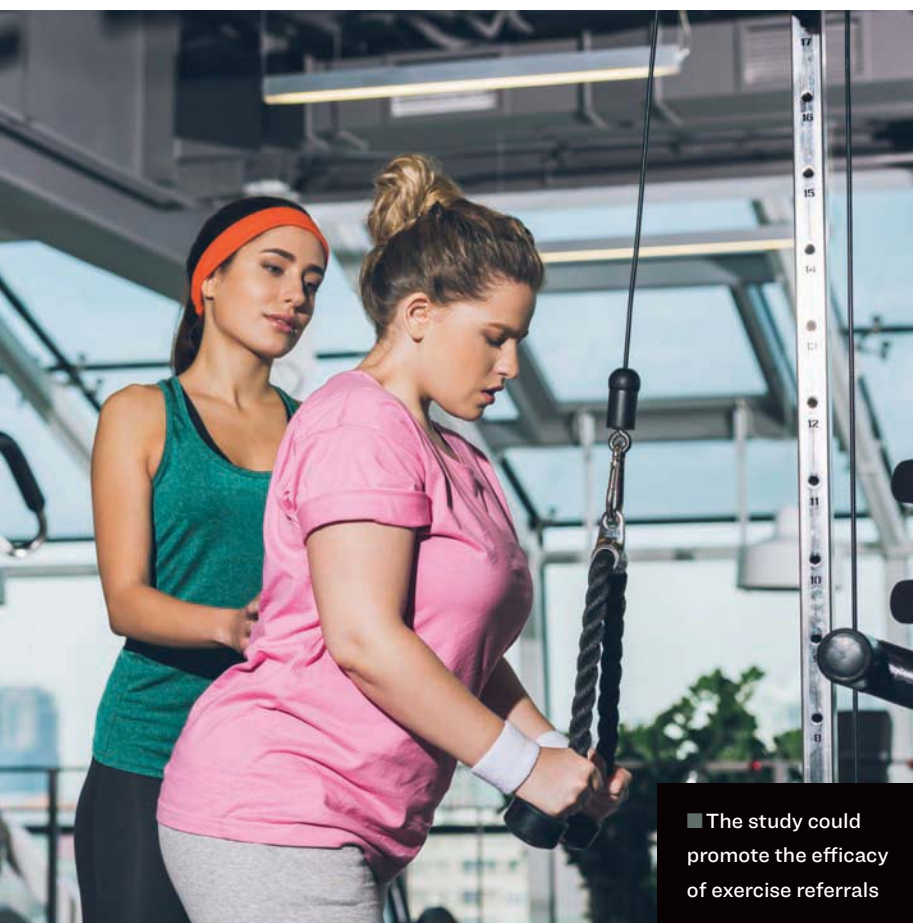
International Project of the Year for projects costing less than £1m.

In his acceptance speech, Sir David Attenborough said: "Museums are among my favourite places; I don't need to say to you how important they are to our own civilisation and culture".

[More: http://lei.sr/H3B5W\\_0](http://lei.sr/H3B5W_0)

# Weight loss – focus on exercise

A new study by an American university has proven that exercise is more important than dietary changes when it comes to maintaining weight loss



■ The study could promote the efficacy of exercise referrals

**P**hysical activity is crucial in order to maintain substantial weight loss – and more important than a person's diet.

That is the finding of a study by the University of Colorado Anschutz Health and Wellness Center (AHWC), published in the March issue of Obesity journal.

The survey found that successful weight-loss maintainers rely on physical activity to remain in energy balance – rather than chronic restriction of dietary intake – to avoid weight regain.

## RESEARCH

For the purposes of the study, researchers classed "successful weight-loss maintainers" as individuals who maintained a reduced body weight of 30 pounds or more for over a year.

The study looked at successful weight-loss maintainers compared to two other groups: controls with normal body weight (BMI similar to the current BMI of the weight-loss maintainers); and controls with overweight/obesity (whose current BMI was similar to the pre-weight-loss BMI of the maintainers).

The total calories burned (and consumed) each day by the weight-loss maintainers was significantly higher (300 kcal/day) compared with that in individuals with normal body weight

Findings suggest that successful weight-loss maintainers appear to avoid weight regain by higher levels of physical activity



■ Those taking part in exercise were more likely to lose weight than those solely relying on a healthier diet



## “Evidence that weight-loss maintainers engage in physical activity – rather than restricting their energy intake – is a step forward”

controls – but was not significantly different from that in the individuals with overweight/obesity. Notably, of the total calories burned, the amount burned in physical activity by weight-loss maintainers was significantly higher (180 kcal/day) compared with that in both individuals of normal body weight and individuals with overweight/obesity.

Despite the higher energy cost of moving a larger body mass incurred by individuals with overweight/obesity, weight-loss maintainers were burning more energy in physical activity, suggesting they were moving more.

The finding was supported by the weight-loss maintainer group also demonstrating significantly higher levels of steps per day (12,000 steps per day) compared to participants at a normal body weight (9,000 steps per day) and participants with overweight/obesity (6,500 steps per day).

### INCREASED ACTIVITY

“Our findings suggest that this group of successful weight-loss maintainers are consuming a similar number of calories per day as individuals with overweight and obesity but appear to avoid weight regain by compensating for this with high levels of physical activity,” said Victoria A. Catenacci, researcher at AHCW.

Danielle Ostendorf, a postdoctoral fellow at AHCW, added: “This study addresses the difficult question of why so many people struggle to keep weight off over a long period.

“By providing evidence that a group of successful weight-loss maintainers engages in high levels of physical activity to prevent weight regain – rather than chronically restricting their energy intake – is a step forward to clarifying the relationship between exercise and weight-loss maintenance.” ●



■ Danielle Ostendorf, a post-doctoral fellow at AHCW and one of the study authors



It is important for commercial producers of exhibitions to have a clear and deep understanding of their market

Bernadine Bröcker Wieder



## Creating value

A report has claimed that museums and heritage attractions are showing an 'uncommercial' attitude to the US\$5.9bn touring exhibitions market



■ Bernadine Bröcker Wieder, CEO of Vastari (left) with Francesca Polo, Vastari's chief operating officer

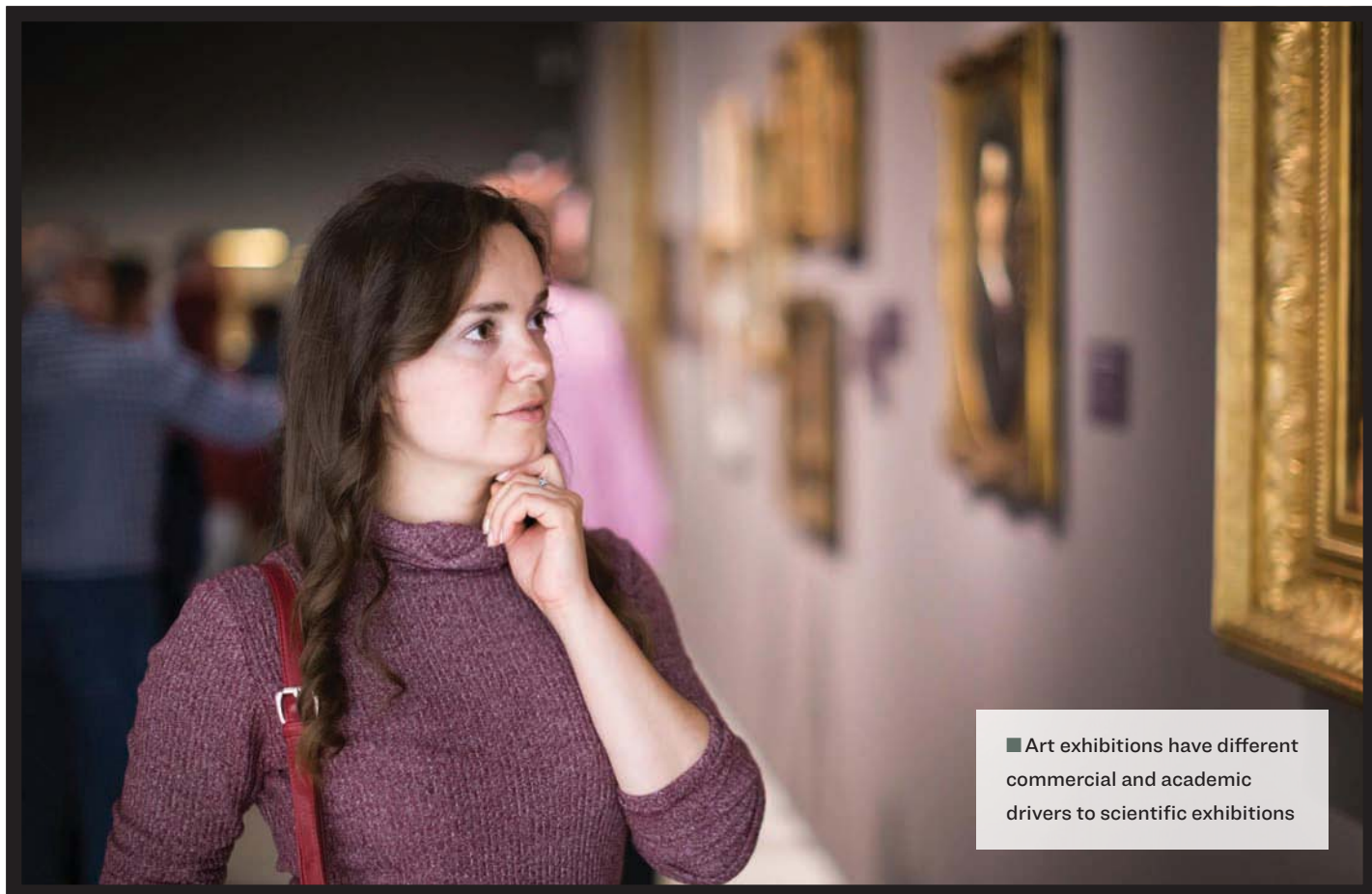
**M**useums that host touring exhibitions are less concerned with profitability, seeking mostly just to cover their costs – in contrast to the tour operators themselves, who prioritise revenue generation over recouping costs in a market worth US\$5.9bn (€5.3m, £4.6bn).

This is a key finding of a new report by Vastari, a technology company that tries to facilitate the connections between museums and collectors around the world, and which successfully matched content to more than 450 exhibitions in 2018. The report's valuation of the global museum exhibitions market is equivalent to almost 10 per cent of the entire global art market.

### Understanding the market

The disparity in commercial outlook between museums and exhibition operators can influence decision-making





■ Art exhibitions have different commercial and academic drivers to scientific exhibitions

## US institutions are more entrepreneurial than their European counterparts, are privately funded and have smaller budgets

when striking deals over paying for setting up an exhibition and sharing ticket revenues. Many host institutions that rely on public money do not see themselves as commercial enterprises, and are also, therefore, less likely to go into partnership with commercial exhibition producers, according to the study – titled the *Vastari Exhibition Finance Report*.

"This shows how important it is for commercial producers of exhibitions to have a clear and deep understanding of their market, or they risk wasting a great deal of time and money targeting the wrong potential partners," commented Vastari CEO Bernadine Bröcker Wieder.

The disparity becomes more pronounced in certain geographical areas – specifically between European and US institutions.

"US institutions are more entrepreneurial, are privately funded and have smaller operating budgets.

Fund-raising is much more central to day-to-day activity," notes Francesca Polo, Vastari's COO. "In Paris, on the other hand, institutions will strictly divide the commercial from the academic. The concept that you could have some crossover is really contentious."

### Science vs art

The Vastari report also identifies differences in approach between science exhibitions and art exhibitions, with the priority of academic credentials over income generation being a far more contentious point with fine art exhibitions than scientific exhibitions.

The report looks at the state, scope and trends of global museum exhibitions, considering factors such as why institutions host or tour exhibitions, what budgets are, who they will or will not partner with, and their priorities and expectations from such ventures.



■ Highly popular exhibitions currently touring the world include one featuring the iconic Terracotta Warriors





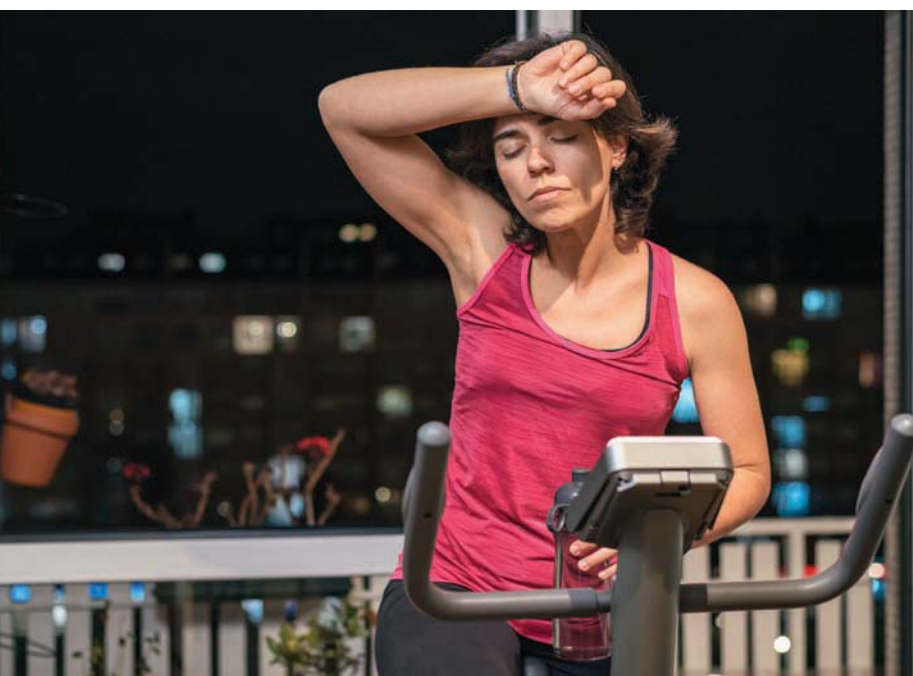
The public isn't aware of the importance of recovery, so the fitness sector needs to do more

Paul Trendell, CEO, Victus Soul



## Recovering assets

Could technology and education be the key to a better understanding of exercise recovery? Some industry professionals certainly think so



■ There is also a growing recognition of the need to individualise recovery

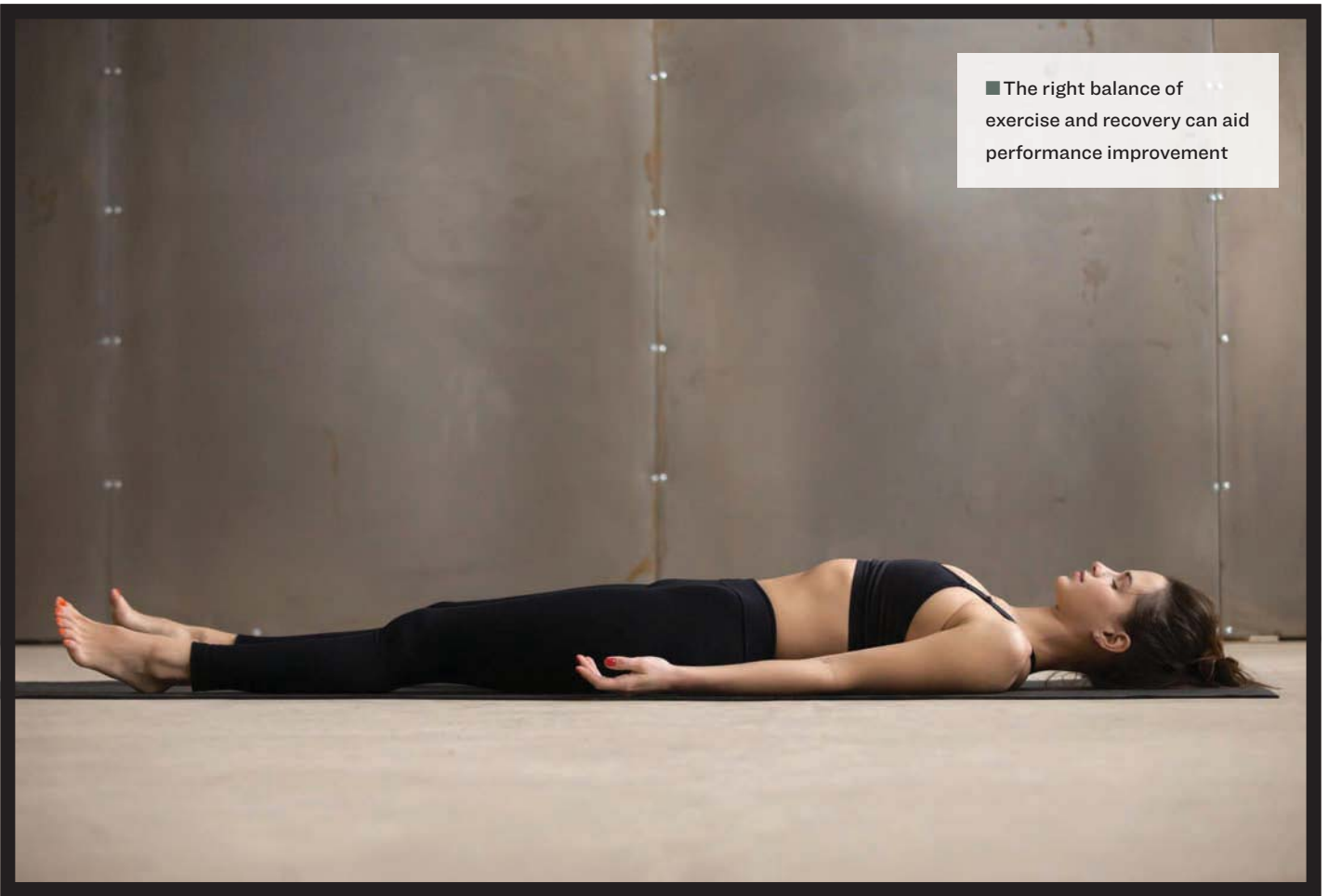
**T**he benefits of recovery and its importance in maximising the impact of exercise need to be communicated to the general public by the fitness industry. However, the introduction of various recovery-focused technologies will serve to give the fitness sector tools to rely upon in delivering more effective recovery concepts..

### EDUCATION NEEDED

Both of these viewpoints were discussed when *Leisure Opportunities* asked how fitness professionals can ensure they communicate the importance of recovery.

Paul Trendell, CEO of boutique studio Victus Soul, told HCM: "The general public is not aware of the importance of recovery, so the health and fitness sector

■ The right balance of exercise and recovery can aid performance improvement



## “ Fitness businesses will soon have a lot of proven tools to work with when it comes to services that promote recovery ”

needs to do more to help educate and identify the most appropriate training recovery programmes for our clients.

“To do this, health and fitness professionals must fully understand the concept themselves and recognise the considerable benefits of incorporating it into training sessions.”

Although Victus Soul incorporates active recovery into its classes, there is also a growing recognition of the need to individualise recovery, based on the many different lifestyle and emotional factors that can influence how people’s bodies react to the stresses of workout.

### HEADING FOR THE MAINSTREAM

Vivek Menon is chief commercial officer at Elite HRV, a company that provides services to track heart rate variability (HRV). It says that HRV is

an efficient indicator of the state of the nervous system and overall stress load.

“Services like ours are heading for the mainstream, as more people realise that a cookie-cutter approach to health doesn’t work,” said Menon.

He added that a great deal of technology was coming on stream to assist recovery, including high-altitude chambers, infrared therapy, injectables, cryotherapy and supplements. “Over time, there will be good data showcasing which of those work for which types of recovery and individuals,” he continued.

“Fitness businesses will soon have a lot of proven tools to work with when it comes to services that promote recovery, and going forward we expect the health and fitness community to use these to play an even larger role in keeping the healthy healthier for longer.” ●



■ Vivek Menon, chief commercial officer at Elite HRV



**There has never been a better time to invest in British Padel:**

1. The world's **fastest** growing sport
2. British Tennis has recently **merged** with British Padel
3. Sir **Andrew Murray** has publicly and financially backed Padel
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<https://www.willtowin.co.uk/padel-getting-started>





# leisure opportunities

Your careers & recruitment partner

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

### Tell me about Leisure Opps

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

### How does it work?

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

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

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

### What are the most powerful features?

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

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

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

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

### What packages are available?

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

### Is there more?

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

### What now?

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

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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

# thrive tribe®

HEALTHIER TOGETHER



## A Tribe with a purpose!

Thrive Tribe's vision is to pioneer preventative healthcare to empower over 1 million people to change behaviours and THRIVE.

We are an innovative and value-led organisation with a rating of 4.8/ 5 on employee review website Glassdoor.

Every person makes Thrive Tribe the incredible place it is to work, and together, we're unstoppable.

### BENEFITS

22-28 days annual leave with 8 days bank holiday per year, Pension scheme, life insurance, regular programme of team building/ social events, online shopping discounts, tea/coffee on tap, bike to work scheme....and loads of friendly, supportive colleagues.

**For more details and to apply:**  
<http://lei.sr/8m2Q0>

## We're currently expanding and are recruiting for several vacancies nationwide:

- Stop Smoking Advisors
- Senior/Lead/Referral Generation and Partnership Officer
- Senior/Triage and Support Officers
- Physical Activity Coaches/Lead
- Health Coaches/Lead
- Head of Service
- Alcohol Reduction Lead
- Adult Weight Management Practitioners/Lead
- Referral Generation Officers
- Graduate Data and Insight Analyst





ASPRIA IS EXPANDING.  
JOIN OUR WINNING TEAM.

**General Manager | Deputy General Manager  
Head of Department Roles**

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Enquiries and applications at: [recruitment@aspria.com](mailto:recruitment@aspria.com)



[aspria.com/en/career](http://aspria.com/en/career)





# OUNDLE

School

## Level 2 Swimming Teachers

Oundle, Peterborough, UK  
£17.79 per hour

An exciting opportunity has arisen for Swimming/Aquatics professionals. Oundle School is currently building a £24m dual-use sports centre including a 50m pool, fitness studio and sports hall. The new centre will require innovative and driven staff to realise the schools sporting vision.

To start September 2019, we are looking for enthusiastic, experienced Level 2 or equivalent swimming teachers to deliver a wide range of lessons, which also include our Oundle Otters swim school, local primary schools and 1:1 lessons.

You must have excellent class programming and instructing skills, be highly motivated and contribute to the team ethos.

Additional hours may also be available during the School holidays depending on the Sports Centre timetable.

**Full details for all roles along with application forms are available on the School website - click APPLY NOW link (right).**

**Closing date for applications is Friday 14th June at 09:00.  
Interviews will be held w/c 17th June  
Skills Assessments will be held w/c 24th June**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Service.

**APPLY NOW**  
<http://lei.sr/h7D1U>



We are recruiting  
apprentices from 16-60+

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

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

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

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



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



# Duty Manager

**STOCKPORT, GREATER MANCHESTER, UK**

Life Leisure is an multi-award winning leisure trust operating leisure facilities in Stockport. With numerous awards for behavioural culture, we are looking for new superstars to join our team that can demonstrate our preferred behaviours of Winner, Authenticity, Together, Caring & Happy (WATCH)

Our Duty Managers are enthusiastic, committed and hardworking individuals who supervise and lead the centre team during their shift, ensuring everyone maintains lifeLEISURE's high standards, delivers exceptional customer service, communicates effectively and complies with operational procedures. In addition, they play a key role in supporting their centre to achieve sales and retention targets to assist with the achievement of lifeLEISURE's business objectives. Each of our Duty Managers have their own responsibility area (Sales, Fitness, Operations or Front of House) in addition to the day to day running of our buildings.

The Duty Manager role has been a stepping stone for many of our team members who have followed personalised training plans and progressed either into higher leisure management or other areas of the business.

As six lifeLEISURE centres have pools and our Duty Managers may be required to work at any of our facilities, a National Pool Lifeguard Qualification (NPLQ) is desirable for this post, however, if do you not currently have the qualification we can support you to gain it.

## What can you expect?

**At lifeLEISURE you can expect to feel part of a team that will provide:**

- A competitive salary of £20,198 dependent on experience
- An unrivalled work environment with exceptional job satisfaction
- Free gym membership
- Career development opportunities
- Access to various training courses and qualifications.

Apply now - <http://lei.sr/T8b8O>





**everybody**  
@ Alderley Park



This is the perfect opportunity for highly-motivated and passionate fitness and leisure professionals to join us at our brand new state-of-the-art facility within Alderley Park, Cheshire where the centre will be opening in Autumn 2019 as part of a multi-million pound investment across the park.

Facilities will be open to all – including people working and living at the Park as well as the local community so it's important you're able to tailor the experiences delivered to all our customers so they return time and time again.

As a health & wellbeing charity, helping people to live well and for longer is at the core of what we do. The opening of this centre is an exciting culmination of our efforts over the first 5 years as an organisation, with over 900 staff and a network of over 100 volunteers, committed to delivering a great customer experience.

#### Benefits of working for Everybody Sport & Recreation:

- Hugely discounted gym membership
- Contributory pension scheme
- Extensive training & career support from our own Learning Academy
- Sharing in Success bonus scheme
- 24/7 legal & emotional support from our employee assistance programme
- Generous 'salary extras' benefits scheme

Closing date for applications: 2nd July 2019

Estimated start date for the roles: mid-September 2019

Should you have any additional queries please don't hesitate to contact the HR team at [recruitment@everybody.org.uk](mailto:recruitment@everybody.org.uk)



### Duty Managers

Our **Duty Managers** are exceptional multi-taskers who are passionate about health and fitness, and ensure the centre runs safely whilst always striving for exceptional standards of service. Motivating, developing & being responsible for staff is key to the role to enable customers to have a great experience each and every time they visit the centre and it's important you can deliver a personalised, exceptional experience to all our customers across the entire centre; ideally you'll be able to deliver group exercise classes too.

Apply now: <http://lei.sr/O0N0q>

### Fitness Experience Leads

Our **Fitness Experience Leads** are inspirational fitness professionals with both personal trainer and group exercise experience (or a willingness to develop in both these areas) who deliver a personalised, exceptional experience to all our customers across the entire centre, from greeting customers at reception and helping them on the gym floor, to cleaning & maintaining the facilities they use. You'll also deliver the highest quality group exercise classes in the industry – the centre will be home to the first immersive spin studio in Cheshire East and we'll offer all Alderley Park team members the opportunity to be trained up to deliver fantastic Les Mills THE TRIP™ classes to our members!

Apply now: <http://lei.sr/g2B9R>

### Cleaners

Our **Cleaners** are dedicated & caring people with exceptionally high standards who help us strive to offer a warm welcome to a clean centre every single day. Within this role you'll help keep our exciting new centre clean and fresh for customers to enjoy. No experience is needed, but you'll have a passion for cleaning, great work ethic and a keen desire to help so we can deliver the highest quality of experiences across all our facilities to everyone.

Apply now: <http://lei.sr/Q0W0o>

Founded 1642



New Hall School

BOREHAM, CHELMSFORD

## NEW HALL SCHOOL ARE CURRENTLY RECRUITING

### Lead Rugby Coach

(Term time only, 12.00-6.00pm weekdays plus weekend fixtures/ tournaments)

Applications are invited from well-qualified rugby coaches to join our high-performing Games Department. Key responsibilities will include supporting the Head of Rugby in all matters relating to rugby coaching at New Hall.

This is a term time only post, working across Preparatory and Senior Divisions. In term time, there will be daytime commitments, plus evenings and weekends as required by the Head of Rugby. The role also includes accompanying rugby tours during the school holidays.

Candidates must hold an up to date Level 2 RFU accredited coaching qualification. Excellent benefits, Superb working environment, London Stratford 20 mins by train

### Graduate Sports Assistant

A full-time Sports Assistant is required to assist in teaching PE & Games.

The successful candidate will have a keen interest in sport. We are particularly seeking someone with playing and/or coaching experience in hockey and/or cricket.

This role provides excellent experience for those looking to proceed to teacher training in due course. Working hours will be 40 hours per week, which will include fixtures after school and on Saturdays, during term time only.

Accommodation may be available.

The salary for this role will be £12,735, pro rata (full-time equivalent £17,332pa at September 2019 rates)

*New Hall offers a competitive salary on the 'New Hall Pay Scale', generous benefits including heavily discounted membership to our fitness suite and 25-metre indoor swimming pool. A superb training provision is also provided for all members of staff. London is only 25 minutes away by train, with fantastic transport links linking New Hall to the A12 and M11 with ease. New Hall is committed to safeguarding pupils. There will be an enhanced DBS check prior to appointment.*



For more information and to apply: <http://lei.sr/s6S8N>



## PHYSICAL ACTIVITY OFFICER (Regional Network Support)

**SALARY: £27,286 PLUS EITHER LONDON WEIGHTING ALLOWANCE  
OF £3,310 OR HOME-WORKING ALLOWANCE OF £1,464**

**LOCATION: STRATFORD, EAST LONDON OR HOME-WORKING**

**FIXED TERM UNTIL 31ST MARCH 2021**

**We are seeking a highly effective and organised Physical Activity Officer who will support the delivery and coordination of our Regional Sector Support programme – supporting sport and physical activity organisations around mental health.**

You'll be joining Mind at an exciting time as we embark on launching a Regional Offer to help equip more sport and physical activity organisations with the skills to support and engage people with mental health problems in physical activity.

We are looking to recruit a motivated individual with a 'can-do' attitude who has experience in establishing and managing a wide range of productive relationships and partnerships. You will be experienced in coordinating programmes and projects with a track record of delivering performance against agreed targets and objectives.

**As Physical Activity Officer (Regional Network Support), you will:**

- Coordinate Mind's Sector Support Regional Offer which will include: communicating with regional organisations, promoting Mind's support services, organising and attending events and meetings, gathering data and insight, and brokering relationships between regional sport/physical activity and mental health organisations.

- Support the development and promotion of Mind's Sector Support Universal Offer which is available to all organisations and includes resources, toolkits, training and networking opportunities.

As Physical Activity Officer (Regional Network Support), you will play an important role in helping the sport and physical activity sector to be more welcoming and inclusive to those of us with mental health problems.

In return, we can offer personal development opportunities and a range of benefits including flexible working hours and wellbeing activities.

**Closing date: 12 noon, 24th June 2019**

**Interviews: 10th July 2019 in Stratford, London**

*Mind is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.*

**For more information and to apply now - <http://lei.sr/f3O2i>**



125  
YEARS  
SINCE 1894

This is City.

## Part time **Recreation Assistant**

**City, University of London** is a global university committed to academic excellence with a focus on business and the professions and an enviable central London location. City attracts around 20,000 students (35% postgraduate level) from more than 150 countries and staff from over 75 countries. In the last REF, City doubled the proportion of its total academic staff producing world-leading or internationally excellent research.

Led by President, Professor Sir Paul Curran, City has made significant investments in its academic staff, its estate and its infrastructure and continues to work towards realising its vision of being a leading global university: it has recently agreed a new Vision & Strategy 2026. Founded in 1894, City is celebrating its 125th anniversary this year.

Our students, all 22,000 of them, are our customers. So, we want to do everything we can to support them and make their experience here rewarding and successful. That's why our Sport and Leisure Services team are so important. With the investment in Sport at City, we are looking for the best and brightest to strengthen our team, and improve upon our goal of offering sporting opportunities to our students, staff and local community. City Sport is looking to recruit a part time Recreation Assistant (14 hours) to join our friendly team. The successful candidate will be required to mainly work on weekends, and be available for occasional cover during the weekday. Weekend shifts comprise of the following shifts: 07.30 – 15.30 and 12.30 – 20.30 shifts.

### Responsibilities

The post holder will assist in the safe set up and organisation of sports activities. They will be responsible for preparing activity areas, ensuring competent set ups, careful dismantling of equipment and checking that all apparatus is stored safely and securely when not in use. The ability to manually lift heavy equipment (up

to 80kg in a 2 person lift) is vital. Cleaning & maintenance of equipment and playing areas are also a high priority. Health & Safety training will be provided. This is a highly critical customer care role, working with a customer base in an environment where constant face to face interactions form a large part of the job content.

### Person Specification

The role holder will be first aid qualified with good knowledge of Health and Safety legislation in relation to sport and leisure centre operations. A clear understanding of standard operating procedures and emergency action plans is essential to this role. It will be important to have a high level of physical fitness to ensure safe, efficient and timely set up/set downs of sport activities.

Good organisation and time management skills are essential together with a commitment to delivering a professional customer service to all CitySport users. A proactive approach to completing tasks is essential as well as a willingness to work collaboratively with other departments. Excellent written and verbal communication skills is essential as well as exhibiting a professional attitude towards customers and colleagues.

### Closing date for applications:

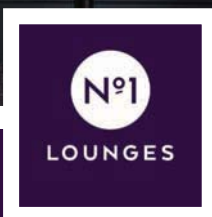
**11:59pm 16 June 2019**

**Interviews to be held on 25th June 2019**

*Actively working to promote equal opportunity and diversity*

**Apply now: <http://lei.sr/S0V6Q>**

**CITY**  
UNIVERSITY OF LONDON  
EST 1894



# Spa Beauty Therapist

**Location: London Heathrow Airport**

**Salary: £24,000 – £25,500 plus benefits**

**Full & part time positions available**

**We are looking for an exceptional therapist who is passionate about providing first class customer service to exceed our guests' expectations. A brilliant opportunity to work as a Spa Beauty Therapist in a unique airport environment.**

We offer a wide range of beauty treatments, massage therapies and body treatments in luxurious surroundings where the emphasis is placed firmly on enhancing our guest's peace and relaxation and overall sense of wellbeing before they take a flight. Our treatments have been specially designed for the discerning traveller both men and women so that everyone who visits the Travel Spa can enjoy a perfectly rounded spa experience.

## **Our menu of spa experiences includes:**

- Aromatherapy Associates massages ranging from 10mins to 85mins
- Full body scrubs
- Dermalologica facials
- Lycon full body waxing warm and hot wax
- OPI lacquer and gel polish manicures and pedicures
- Eyelash/ eyebrow tinting

Being a Spa Therapist you will play a major role in taking our guests on a journey of pure bliss and relaxation, providing the highest standard of treatments as well as preparing treatment rooms and refreshments. You will have excellent attention to detail, ensuring you deliver the experience expected from an elite establishment.

## **Therapist Attributes/Experience:**

- Beauty Therapy Level 3 minimum or Holistic level 3 or Equivalent.
- A confident and welcoming personality.
- Driven by customer care.
- Flexibility to working hours.
- Effective at communicating. Ability to "upsell" and promote retail sales to enhance the guests experience in an unobtrusive manner.
- Impeccable appearance.
- Willingness to learn new treatments.
- A good level of spoken and written English.
- We are based at an international Airport so own transport is not essential as there are excellent public transport links.
- This role can be flexible hours to suit your home/personal life.
- Our peak times are weekends and school holidays.
- We also operate 365 days a year.

*Due to our location within the airport, a full 5-year working history in the UK and a clean criminal record is required to allow us to apply for a security ID before your employment commences.*

## **Amazing Package on offer includes:**

- £10.50 per hour basic rate + 10% retail commission + 5% treatment commission, average earnings are £24,000 - £25,500.
- Health Care Scheme
- Pension
- Free lounge visits
- Amazing working environment, uniform and staff meals included

**We look forward to receiving your application! Apply now: <http://lei.sr/f5F5k>**

# 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>**





# Head of Visitor Development

## THE CROWN ESTATE – WINDSOR ESTATE

The Windsor Estate covers approximately 6,400 hectares (15,800 acres) and includes Windsor Great Park, the Home Park of Windsor Castle, and Swinley Forest. Windsor is the only Royal Park & Forest managed by The Crown Estate.

Reporting to the Deputy Ranger, this is a high profile role responsible for developing and delivering a visitor strategy which puts customers at the heart of what we do whilst firmly balancing the Estate's heritage and conservation responsibilities.

The visitor business is undergoing an exciting period of transformation with a number of high profile development projects in the pipeline, especially in relation to children's play and other family orientated activities.

Working collaboratively as a member of the senior management team you will demonstrate strong leadership abilities as well as strong financial management and delivery capability. Meticulous attention to detail is essential as are good organisational and project management skills and the ability to balance priorities.

Commercially driven and astute you will have a track record of effective senior leadership and delivery in an organisation of comparable complexity, commercial scope and budgetary responsibility in the leisure/tourism, or ideally, visitor attraction sectors.

The Windsor Estate is a part of The Crown Estate, a £14bn real estate business. Established by an Act of Parliament, as an independent commercial business it returns 100% of its annual profits to the Treasury for the benefit of the public finances.

At the heart of how we work is an astute, considered, collaborative approach that drives success for our business and those we work with.

### Remuneration:

- Exemplary salary package (dependent on background and previous experience).
- Discretionary bonus scheme
- BUPA healthcare
- 4 bedroom property on the Estate is provided



Apply now: <http://lei.sr/u9V2u>



# GENERAL MANAGER

## LAND'S END LANDMARK ATTRACTION AND RESORT, CORNWALL

Privately owned, Heritage Great Britain, is looking to appoint an experienced General Manager for the iconic Land's End Landmark attraction and estate in West Cornwall.

Land's End is one of Britain's best loved landmarks, famous for its unique location and beautiful scenery. The site consists of the 100 acre landmark estate within AONB, busy visitor attractions, numerous catering & retail operations, a 37 bed 3-star Hotel, various high quality self-catering units and a local village public house.

Your key focus will be the operational leadership of the site which receives 500,000 visitors a year. You will need to lead and develop the existing team and engage with the local tourism bodies, community and stakeholders for the benefit of the business. You will need to deliver solid financial results as well as maintain and develop a high-quality customer experience.

This position requires previous senior level management within a relevant leisure field such as tourism, visitor attraction, hospitality, catering/retail or multi-unit operation.

**Salary will reflect the responsibility and seniority of the position, with a package in the £70k range. Relocation support will be given where appropriate.**

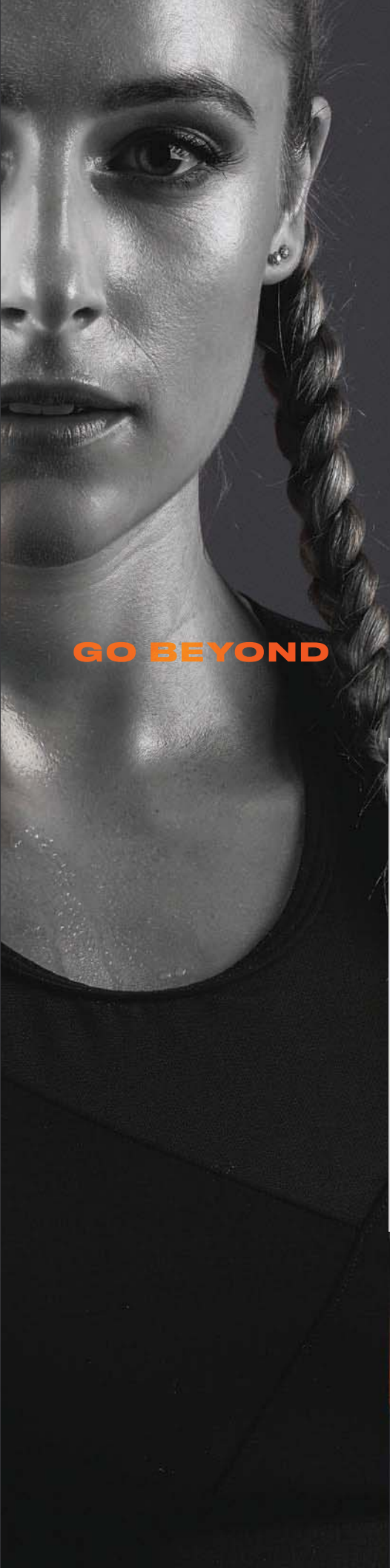
**Closing date for applications is 5th July 2019.**

*Heritage Great Britain is an exciting group of companies and businesses which operates some of the UK's most outstanding landmark destinations and popular visitor attractions.*

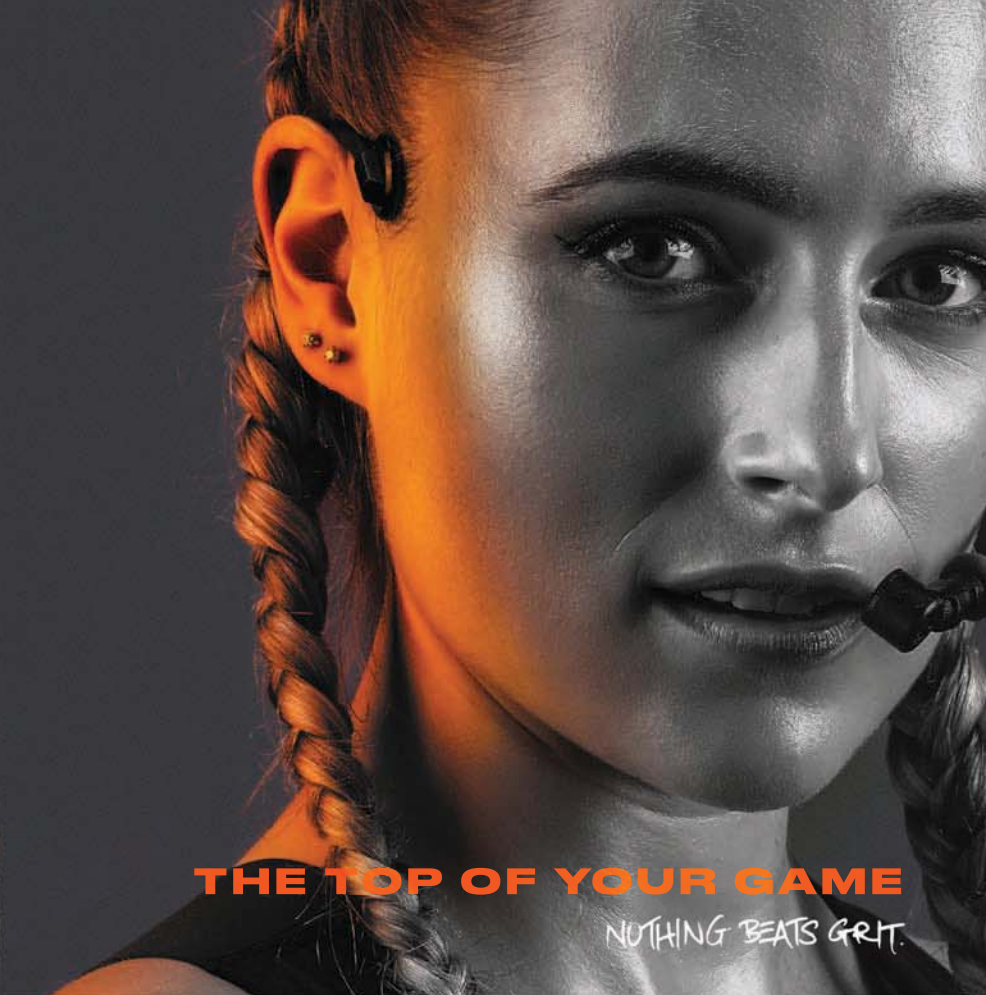
**Apply now: <http://lei.sr/8C8a6>**







GO BEYOND



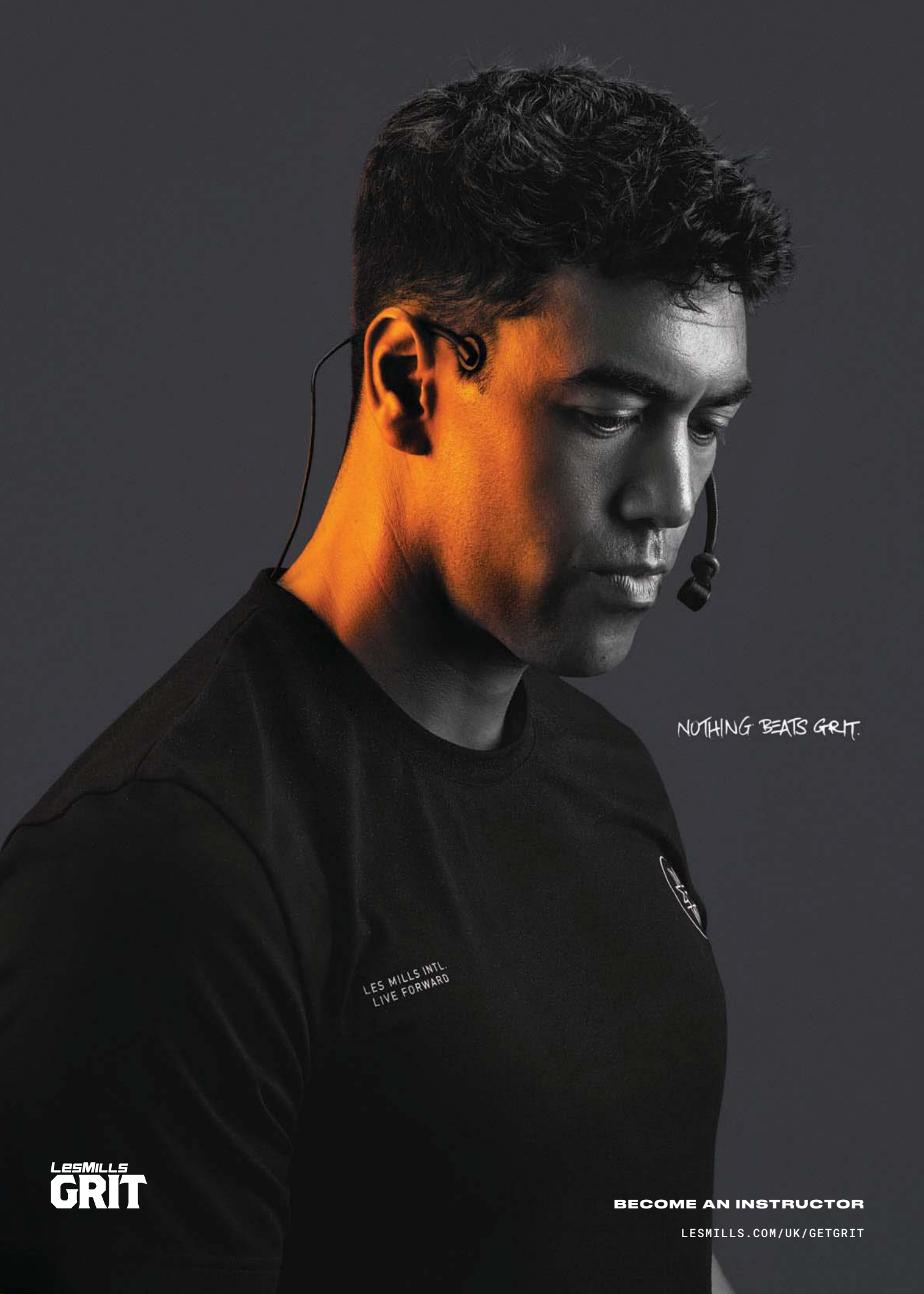
THE TOP OF YOUR GAME

NOTHING BEATS GRIT.



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**GRIT**





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