

leisure opportunities

13 Dec 2019- 13 Jan 2020 Issue 778

Your careers & recruitment partner

PureGym to acquire Fitness World

PureGym is set to become the second largest fitness operator in Europe, after revealing plans to acquire Danish chain Fitness World.

Fitness World is the largest fitness provider in Denmark and also has operations in Switzerland and Poland.

Founded in 2005, it has grown to become one of Europe's leading value-based fitness operators, with more than 230 gyms and around 600,000 members.

In 2018 Fitness World had revenues of £175m and EBITDA of £38m.

The deal will give PureGym significant scale in continental Europe and rapidly accelerate its international expansion, which includes plans for trial sites in the US.

PureGym has opened more than 70 sites since being acquired by funds controlled by Leonard Green & Partners (LGP) in 2017 and currently has 263 sites in the UK.

The combined PureGym/Fitness World group will be trading from more



[Play Video](#)

■ The deal gives PureGym a foothold in Europe

than 500 sites – second only in size to Basic Fit in the European market.

"This deal brings together two well matched businesses and creates a platform from which to accelerate growth and deliver on our purpose of getting more people active," said Humphrey Cobbold, CEO of PureGym.

[READ MORE ONLINE](#)



This deal creates a powerful platform from which to accelerate growth

Humphrey Cobbold



FITNESS

The Gym Group to open up to eight small box gyms in 2020

Format is a scaled-down version of The Gym concept

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SPORT

Tories pledge £550m football boost

Funds linked to bid to host the 2030 FIFA World Cup

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INVINCIBLE

Fitness tech firm Motosumo appoints **Nick Coutts** as chair of the board

Fitness industry veteran Nick Coutts has been appointed chair of Danish fitness tech firm Motosumo.

Coutts took up the role on 1 December, replacing the outgoing chair Nana Bule, who is also CEO of Microsoft Denmark and has been on the board of Motosumo since 2016.

Coutts co-founded Portuguese low-cost chain Fitness Hut in 2011, developing it into the national market leader. The business was acquired by Spain's Viva Gym in 2018, creating the largest low-cost fitness group on the Iberian Peninsula.

Prior to that he was the long-time CEO of premium fitness chain Holmes Place.



■ Coutts co-founded Portuguese low-cost chain Fitness Hut

"Fitness is not just about health; it's about communities. And it's amazing to see how Motosumo helps build communities"

"Nick's approach to fitness is aligned with what we do," said Motosumo CEO, Kresten Juel Jensen.

Based in Copenhagen, Motosumo aims to make group fitness "fun and inclusive" with an app and hi-tech.

Commenting on his new role at Motosumo, Coutts said: "It's a remarkable concept that resonates with me on a personal level.

"Fitness is not just about health; it's about communities. And it's amazing to see how Motosumo helps build communities for its instructors and end users.

"Motosumo has the potential to become a leader in the world of group fitness.

"It's a unique platform with an enormous amount of potential. I'm excited to get started with the team! And one of the first things on our agenda is to prepare for an upcoming series A round of investment."

Stem-cell specialist **Augustinus Bader** collaborates with **Victoria Beckham**



■ Following her music career, Victoria Beckham has successfully carved out a reputation as a fashion icon

Victoria Beckham Beauty (VBB) has announced a partnership with stem-cell biomedical scientist, Prof Augustinus Bader.

Originally from Germany, Bader is known for his eponymous skin-care range which uses patented stem-cell TFC8 technology, which took 30 years to create.

Bader's products were primarily designed for regenerative-medical use and were applied to skin burns endured by firefighters to promote skin renewal.

"It's been a dream to develop products together with Augustinus"

As a result of the collaboration, VBB has added a Cell Rejuvenating Priming Moisturiser to its range, which launched earlier this year.

"It's been a dream to develop with Augustinus," said Victoria Beckham, a long-term supporter of Bader's skincare brand.

"As someone who only wants the best skincare, I

was surprised I didn't have to compromise to have clean ingredients, and now the product works to improve the health of my skin."

Bader added: "It was an honour to collaborate with Victoria for her first skin launch. It's the first priming moisturiser of its kind to care for your skin cells, while also preparing your skin for makeup application".



■ The new Sensory Retreats is a new area of interest for Anderson

"The need to retreat from daily life has become increasingly important and necessary for our emotional self-care"

Lava Shells founder **Clare Anderson** launches new product house

Clare Anderson, the founder of brands Lava Shells and kokolokahi, has launched a product house and holistic wellbeing brand called Sensory Retreats.

The brand offers three restorative massage treatments, a range of retail products and personal experiences which are designed to elevate wellbeing.

Anderson said: "The need to retreat from daily life has become increasingly important and necessary for our emotional and mental self-care. From my own experience working with spas and developing product lines, I didn't feel that traditional

massage treatments and aftercare were fully providing this solution, instead they work on just one or two of the senses. As a result, Sensory Retreats was born."

Each massage in the range has been developed to stimulate the five senses and deliver a specific wellbeing benefit, including spiritual and emotional restoration, mind and body revival, self-empowerment, improvement of circulation and easing of muscle tension.

The three massages offered include Sensory Retreats Lava Shells Massage, Sensory Retreats Mandala Flow and Sensory Retreats Divine Escapes.

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■ Prince Charles personally attended the opening of the spa

HRH Prince of Wales opens Monart's first UK sister-site

HHRH The Prince of Wales has officially opened Monart

Destination Spa's first UK property – The Monart Spa - Poundbury, in Dorset.

Owned by the Griffin Group, the seven treatment room spa has been built on land owned by the Duchy of Cornwall, the estate of HRH The Prince of Wales. The spa is open to all, with no memberships required.

Facilities include a hydrotherapy pool, sanarium and caldarium, as well

"We've researched the very best of traditional techniques, combined with state-of-the-art technologies"

as a sauna, salt grotto, infrared cabin and aroma steamroom. Experience showers complete the mix.

Joint owner, Liam Anthony Griffin, said: "We've researched the very best of traditional techniques, combined with state-of-the-art technologies to give our guests a health and wellbeing-enhancing spa experience."

The Monart Spa – Poundbury is partnering with skincare brand Pevonia, which is providing a range of facial and body treatments and associated staff training, as well as its at-home retail line.

Equipment, including Lonto wellness beds, herb tower steamers and a skin analyser, has also been provided by Pevonia.

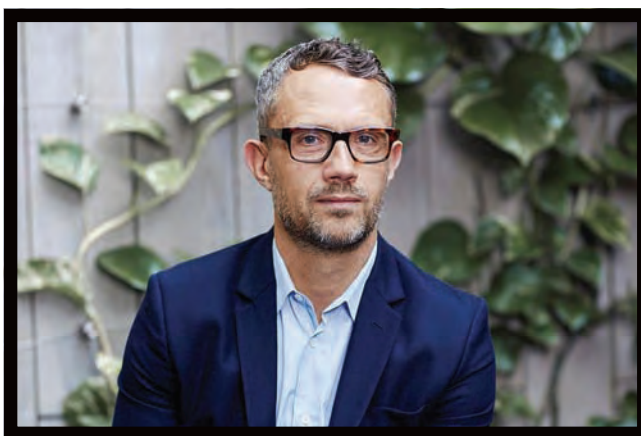
Premier League's incoming CEO **David Pemsel** resigns before taking up role

The English Premier League (EPL) is, again, looking for a new chief executive after the incoming David Pemsel resigned from the role before taking it up.

Pemsel, the CEO of of Guardian Media Group, was named Premier League CEO in October and was supposed to take the helm of the world's most-watched football league in February 2020.

Allegations about his private life, however, led to Pemsel handing in his resignation at both Guardian Media – where he was working his notice – and the EPL.

In a short statement, the EPL said: "Following



■ Pemsel was named Premier League CEO in October 2019

"Richard Masters will continue as interim chief executive"

media disclosures earlier this week and discussions with David Pemsel, the Premier League has today

accepted David's resignation and we can confirm that he will no longer be joining as chief executive. Richard

Masters will continue as interim chief executive."

Pemsel's resignation means that the 18-month search for a new EPL chief continues. The search was launched in June 2018, when previous CEO Richard Scudamore revealed his plans to stand down in December 2018.

Pemsel is the second person to be given the job – only for them to then pull out before starting.

In November 2018 the EPL announced that it had appointed Susanna Dinnage as its first female CEO. Within weeks, however, Dinnage told the league that she will not be taking up the position.

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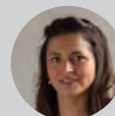
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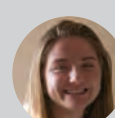
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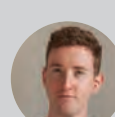
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■ Mayer-Klenk was famous for his inventions for the wellness industry

Bernhard Mayer-Klenk, inventor of experience shower, dies at 78

Bernhard Mayer-Klenk, founder of spa supplier Kemitron GmbH, passed away on 6 November 2019 at age 78.

Kemitron is a German company specialising in the development and manufacture of high-quality products for the sauna, spa and wellness industry.

Mayer-Klenk's curiosity and creativity powered countless innovations in the spa and wellness markets. Perhaps the most well-known of his inventions is the experience shower, but Mayer-Klenk also invented fragrance dosing

pumps, automatic sauna infusion systems, salt inhalation systems and much more.

His innovations were fuelled by intimate knowledge of the industry and the close relationships he forged with clients, who would give him direct feedback from guests and visitors. His desire to fulfil guests' every need is credited with giving rise to many of his inventions.

Kemitron was founded in 1977 to provide products for public swimming pools. This quickly evolved as Mayer-Klenk saw the opportunity to expand into spa and wellness sectors.

"Mayer-Klenk's innovations were fuelled by intimate knowledge of the industry and the close relationships he forged with clients"

NEW LAUNCH

Leisure trust launches boutique brand

Life Leisure is expanding its facility portfolio with the launch of an independent boutique fitness brand.

Scheduled to open in early January, H1VE will offer group classes led by fitness coaches and combine cardio, functional, strength and conditioning training.

The first H1VE will launch at the Stockport Sports Village (SSV) in 2020. Life Leisure already operates 12 leisure and fitness facilities in Stockport and H1VE members will be able to attend studio classes, use gyms, and benefit from swimming facilities at any of the venues.

H1VE will be managed and run independently

from the leisure trust's other sites, however.

"This will be a different breed of facility for Stockport and for the Life Leisure Group", said Group CEO Malcolm McPhail.

"We have never been a business to stand still and have a history of pioneering new approaches and initiatives, from establishing one of the country's first ever activity self-referral schemes to diversifying into national fitness events."

Ruth Lynch, a group exercise specialist of 25 years is one of the driving forces behind H1VE's launch.

"H1VE will be about working together," she said.

[READ MORE ONLINE](#)



■ The first H1VE will launch in Stockport in January 2020



This will be a different breed of facility for the Life Leisure Group

Malcolm McPhail

RESEARCH

Being active reduces risk of prostate cancer



There could be a larger effect of exercise on prostate cancer

Sarah Lewis

A large-scale study on genetics has shown that being more physically active reduces the risk of prostate cancer.

A study of 140,000 men found that those with a variation in their DNA sequence that makes them more likely to be active had a 51 per cent reduced risk of prostate cancer, when compared to those who didn't have the variation.

Importantly, the findings related to overall physical activity, not just intense exercise.

Conducted by the University of Bristol, the research is based on the largest ever study to use genetics as



■ Active men had a reduced risk of prostate cancer

a measurement for physical activity and its effect on prostate cancer.

Of the men included in the study, 80,000 had prostate cancer.

"This study suggests there could be a larger effect of physical activity on prostate cancer than previously thought," said Sarah Lewis the study's senior author.

[READ MORE ONLINE](#)

CHAINS

The Gym Group to open up to eight small box gyms in 2020



We can now go into towns that wouldn't have been on our list

Richard Darwin

The Gym Group has confirmed plans to roll out a new small box format in the UK over the next 12 months.

The format is a scaled-down version of The Gym concept and has been designed to open up opportunities to enter new markets.

The first small box site opened in Newark, Nottinghamshire on 11 November 2019.

The low-cost chain has set itself a target of opening between five and eight small box gyms during 2020.

Describing the new format in August 2019, Richard Darwin, CEO, said: "The



Play Video

■ The first small box site opened in November 2019

concept is pretty much a slimmed-down version of what we already do.

"Our traditional gyms are, on average, around 15,500sq ft in size. The small box sites will be between 5,000sq ft and 9,000sq ft. What it does is offer us the opportunity to go into towns that wouldn't previously have been on our target list."

READ MORE ONLINE

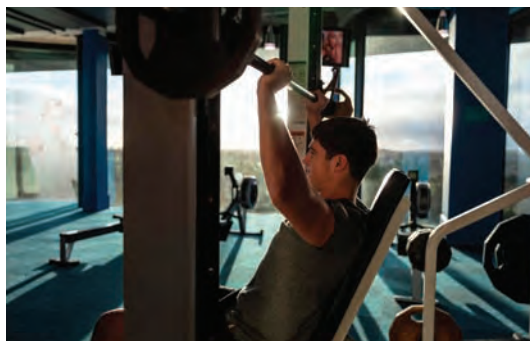
PARTNERSHIP

Gympass expands in Ireland with operator Gym Plus

Gympass, a leader in corporate fitness sales, has expanded its network to Ireland following a new partnership with Gym Plus.

Gym Plus will act as Gympass' first flagship operator in the country and will be responsible for running Gympass' Irish partners with immediate effect. Gym Plus' eight clubs are already welcoming employees from Gympass' corporate partners such as Diageo, Tesco Ireland and WeWork.

"Gympass share our passion for reaching out to new members and getting



■ Gympass has expanded its network to Ireland



We are now welcoming previously inactive people to our clubs

Dirk Van Der Flier

people into the gym, many for the first time," says Dirk van der Flier, Gym Plus CEO.

"Our partnership with Gympass has been set up to achieve our joint mission of defeating inactivity in our communities. We are already starting to welcome new and previously inactive people to our clubs, showing that this harder-to-reach demographic can be accessed by Gympass."

READ MORE ONLINE

Hussle's crowd-funding 'overfunded' within days

Online fitness marketplace Hussle has reached overfunded status within days of launching its first ever crowdfunding campaign.

The campaign had hoped to raise £1m as part of a wider £8m investment from existing investors. After an initial launch, which was restricted to members of the fitness network, the campaign quickly reached £1.4m and is now expected to close early.

According to Hussle CEO, Jamie Ward, the company is set for double digit growth in 2020.

READ MORE ONLINE

Swimming news

PARTICIPATION

Frozen 2 sessions to get families in pool

The Institute of Swimming (IOS) is set to continue its Disney-inspired, fun swim sessions as part of a strategy to get more families into the pool.

IOS activators will begin offering "Frozen 2"-themed classes from February 2020, hoping to utilise the huge success of the franchise, which saw the sequel rake in US\$350m (£272m) in its opening weekend worldwide – beating the box office debut of the original *Frozen* film.

The sessions form part of a Swim England and Disney partnership launched in June 2019, which has seen IOS train 560 activators to deliver the sessions across the UK.

To date, more than 42,000 children and parents have taken part in the 45-minute themed sessions which are running for a 12 month period across 50 leisure operators at 223 pools.

Rebecca Cox, IOS managing director, said: "These specialist child and parent sessions are designed for all the family and aimed to help parents improve their child's confidence while having fun in the water.

"Storytelling can be a fun and powerful way to encourage children to learn and so it was critical the activators were equipped to bring these memorable characters to life in the pool."

[READ MORE ONLINE](#)



■ Staff have received specialist training to run the sessions



Storytelling can be a powerful way to get children to learn

Becky Cox

CAMPAIGNS

Partners 'smash' 10 million swims target



For many, the local pool is where a love of swimming begins

Jacqui Tillman

A push to get millions of more people to hit the pool in the UK has reached a significant landmark.

At the start of the year, Swim England and Everyone Active launched a mission to achieve 10 million swims at the leisure operator's pools by December.

Now, the two organisations announced they have surpassed this target, achieving a total of 13,146,261 swims. The figure marks an increase of more than 1 million public swims when compared to the same period in 2018.

The pledge to achieve 10 million visits is part of a new three-year



■ The campaign achieved more than 13m swims

collaboration between the NGB and leisure operator, through which they are aiming to 'create a nation of swimmers'.

"For a lot of people, their local pool is where a love of swimming begins and where they develop exercise habits," said Jacqui Tillman, group swim manager at Everyone Active.

[READ MORE ONLINE](#)

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:

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INVESTMENT

Tories pledge £550m football boost

The Conservative Party has promised to invest £550m in grassroots football – if it wins the general election.

The funding is part of a larger strategy to win the bid to hosting the 2030 World Cup.

Prime Minister Boris Johnson said the investment would “transform lives with a legacy to match the 2012 Olympics”.

“A Conservative Majority Government will put a £550m investment in grassroots football at the centre of its plans to back a UK and Ireland World Cup 2030 bid,” Johnson said.

“The new investment, the biggest ever government boost for grassroots

football, will underline the Conservatives’ support for the bid and demonstrate its vision for the tournament as a catalyst that will unleash the power of the game at a community level.”

According to the plans – which would mark a four-fold increase in investment and is part of a £2bn plan to “transform grassroots football” – by the time of the 2030 World Cup, every family in England will be, on average, 15 minutes from a well-maintained local football pitch.

“The plan will turbocharge the current programme to deliver 2,000 new synthetic pitches,” Johnson added.

[READ MORE ONLINE](#)



■ The funding would be part of 2030 World Cup legacy plans



This is the biggest ever government boost for grassroots football

Boris Johnson

GOVERNANCE

UK Athletics launches review into Nike Oregon Project



The review will look to ascertain whether mistakes were made in UK Athletics’ handling of the decision to clear British athletes to continue training at the NOP

UK Athletics has launched an independent review of its handling of the relationship it had with the high-profile Nike Oregon Project (NOP) and its coach Alberto Salazar.

NOP was created by the sportswear company Nike in 2001 to promote American long-distance running. Focused on elite coaching, the NOP attracted a group of top runners from both the US and internationally.

A number of British runners also trained at NOP under Salazar – including four-time Olympic champion Mo Farah. Salazar was banned for four



■ Mo Farah was among the athletes to train at NOP

years in October 2019 by the US Anti-Doping Agency (USADA) for “multiple anti-doping rule violations”.

The review will be led by sports barrister John Mehrzad and will look to ascertain whether mistakes were made in UK Athletics’ handling of the relationship.

[READ MORE ONLINE](#)

Sports news

VENUE DESIGN

Cambridge United reveals plans for new stadium



The scheme remains in its early stages, would be located on greenbelt land and plans for funding the development of the stadium are not arranged

Cambridge United FC

Cambridge United Football Club has revealed plans to build a new 12,000-capacity stadium in the east of the city.

The club is working with property consultancy Stace – which worked on the development of Tottenham Hotspur's new stadium – and with architects KSS on proposals to build the venue on a site near to junction 35 on the A14.

The club wants to build a "sustainable design for a sustainable location", with multi-use purposes beyond the ability to host football matches.



■ The stadium was designed by Architects KSS

It wants a venue in which it can organise concerts, conferences, extended community activities as well as establish a medical centre.

Plans also include to build in flexibility so the initial 12,000 capacity can be extended if needed.

"The scheme remains in its early stages, would be located on greenbelt land and plans for funding the development of the stadium are not arranged," the club said in a statement.

[READ MORE ONLINE](#)

GRASSROOTS

ECB and Premier League venture to promote diversity

The England and Wales Cricket Board (ECB) and the English Premier League are partnering to encourage primary school children across England and Wales to celebrate diversity.

The national governing bodies have launched 'Roar! for Diversity' – a curriculum-linked PSHE (personal, social, health and economic education) resource and competition for seven to 11-year-olds.

Available to download for free from the Premier League Primary Stars website and ECB's partner, Chance to Shine, the Key Stage 2



■ Roar! was launched by England captain Eoin Morgan



Cricket can be a real agent of social change

David Mahoney

resource will enable teachers to discuss with their class how diversity within a team helps to make it stronger.

Pupils can then create an advert celebrating diversity which can be entered into a competition to win match tickets or a school visit.

"Cricket can be a real agent of social change and we're delighted to partner with the EPL," said ECB chief operating officer David Mahoney.

[READ MORE ONLINE](#)

€4.2m of dormant money to fund Irish grassroots sport

The Irish government will utilise funds sitting in dormant bank accounts by investing them in sport and physical activity measures.

In total, €4.2m will be given to Sport Ireland, who will use the grant to engage with communities across the country, focusing on people with disabilities, those who are educationally disadvantaged and those from disadvantaged communities.

Among the Dormant Accounts Fund projects are six new Community Sport and Physical Activity Hubs, with additional funding for 30 existing hubs.

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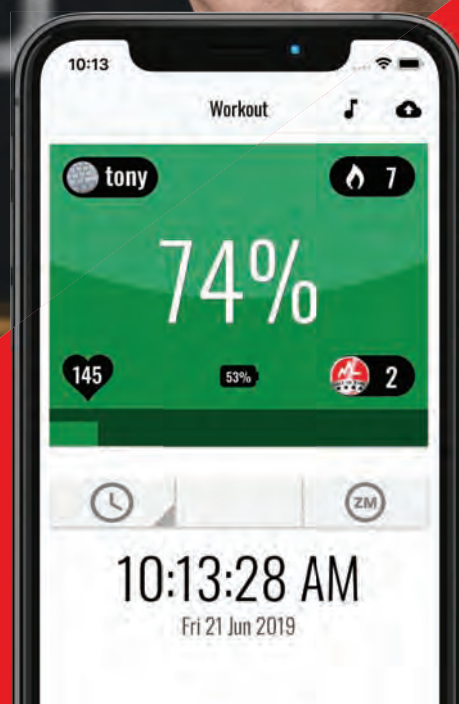
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It costs 9x as much to acquire a new member as it does to retain an existing one? And increasing customer retention rates by 5% increases profits by 25-95%?

- Harvard Business Review



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Clarity, but not certainty

The election is now over and we have a new Conservative government with a significant working majority in parliament.

This means that the new government will be able to take forward the deal that the Prime Minister negotiated with Brussels and that the UK will leave the EU by 31 January 2020 at the latest.

At this stage, everyone's attention will focus on the government's negotiation of a trade deal with the EU which will determine our future relationship with the UK's largest inbound and outbound tourism market for the foreseeable future.

Beyond a no-deal

While there is a significant benefit to the tourism industry in having some clarity regarding what is going to happen and when, there are still a large number of considerable hurdles to overcome before we can have certainty as to what the future will look like for the sector.

Considerable work was undertaken during the planning for a possible no-deal Brexit to ensure that tourism travel between the UK and the EU would not be interrupted including agreements on aviation, rail and coaching services. However, there are many other issues that need to be resolved as part of the forthcoming trade negotiations that will be equally important in determining the future of the industry.

These issues include the ability for UK businesses to source workers from the EU, the ability of UK tourism employees to work in the EU as tour operators, guides and company reps, whether UK companies will have to comply with

EU rules on compensation payments and the Package Travel Directive, and whether EU nationals will be able to enter the UK using National ID cards.

Policy issues

The government has already made pronouncements on its policies with regard to many of these issues, but these policies could well change during the course of trade negotiations with the EU.

The reason being that if the government is to negotiate the comprehensive free trade agreement with the EU that it says it wants to, then it will have to be more flexible with its policies on some of these issues – staying more aligned with EU rules than it would like and having to compromise on some aspects of cross-border employment.

So, while we now have some clarity over the process, we are still a long way from having certainty over the outcome. ●



■ Kurt Janson is director of the Tourism Alliance



While there is a significant benefit in having some clarity regarding what is going to happen, there are still a large number of considerable hurdles to overcome



■ Inbound tourism will remain a key tourism market in a post-Brexit United Kingdom



Getty Images

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BUSINESS INSIGHT

The "motherlode of wellness content"

The Global Wellness Summit (GWS) has announced the launch of its first podcast series, recorded live during the 2019 conference in Singapore.

The 21-episode series features in-depth interviews with wellness speakers who attended the GWS and is hosted by Kim Marshall, CEO of The Marshall Plan, a marketing and branding firm, and co-founder of S'Well Public Relations.

Episodes will be uploaded weekly and the line-up will include a selection of 21 speakers from the 2019 summit, including Viome CEO Naveen Jain; Neil Jacobs, CEO of Six Senses; Frederick Chavalit

Tsao, founder of OCTAVE Institute; and theologian, author and environmentalist Martin Palmer.

"This is the motherlode of wellness content in the world," Marshall said.

"Over the past 13 years, the GWS and the Global Wellness Institute (GWI) have become a resource for business leaders and industry insiders in the wellness space for evidence-based research and the latest innovations – but the information typically only reaches the few thousand people in GWS's orbit.

"With this podcast series, we're putting the 'globe' in Global Wellness Summit."

[READ MORE ONLINE](#)



■ The series features interviews with wellness speakers



We're putting the 'globe' in Global Wellness Summit

Kim Marshall

ENVIRONMENT

A sustainability blueprint for the spa industry



We hope the sector will use this for ethical wellness projects

Anna-Cari Gund

Raison d'Etre has committed to raising its existing environmental standards with a new green strategy, launching in 2020.

Anna-Cari Gund, Raison d'Etre's MD, spoke to *Leisure Opportunities* about the new initiative:

"We hope that our new 'green strategy' will become a blueprint for the industry to follow when it comes to establishing responsible and ethical wellness projects across the world".

The firm has been monitoring international scientific breakthroughs and regulatory changes relating to sustainability and these have informed



■ Raison d'Etre created the strategy in-house

the new strategy which will focus on four key areas: The environmental impact of materials and fabrics and the quality of air, water and light.

Raison d'Etre will use the framework to ensure sustainable decisions are made in relation to development projects, with the aim of minimising the impact on the surrounding environment.

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HERITAGE

V&A launches preservation platform

The Victoria and Albert Museum (V&A) in London is demonstrating its commitment to protecting the world's cultural heritage and supporting communities that suffer cultural loss, through the launch of a new Culture in Crisis Portal.

A free digital resource, the portal allows users to register their preservation projects and search for those already in existence.

Launching the service, the V&A said that it hopes the portal will become the world's largest and most accessible database of cultural heritage preservation projects.

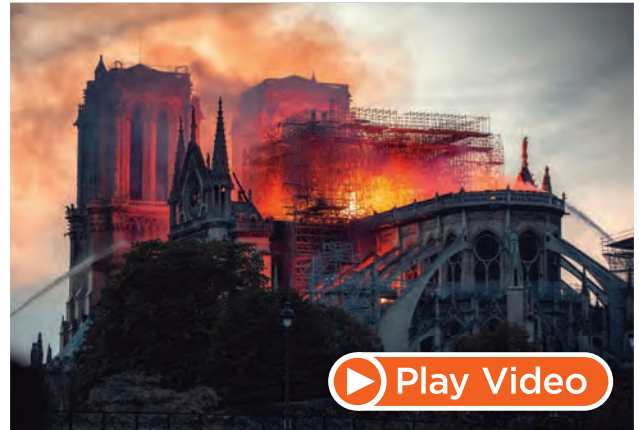
Set up in 2014, the Culture in Crisis programme works

to combat the damage caused to cultural heritage through conflict, criminal acts or natural disasters.

It seeks to provide a forum for those working on the preservation of cultural heritage to share information, raise awareness and inspire and support action, and the V&A said the new portal was a step toward achieving this.

"We understand the impact of cultural heritage loss on communities and the contrasting positive role its preservation can have in rebuilding and recovering these areas following conflict and disasters," said the V&A in a statement.

[READ MORE ONLINE](#)



■ Heritage disasters figure strongly in public awareness



We understand the impact of cultural heritage loss on communities – and the contrasting positive role its preservation can have

V&A statement

ACCIDENT INVESTIGATION

Take action to "prevent future theme park deaths"



The report has been sent to Alton Towers, Legoland, Thorpe Park, Merlin Entertainments and Lightwater Valley Theme Park, as well as Drayton Manor

UK theme parks have been advised to take action to prevent future deaths, following the conclusion of an inquest into the accidental death of Evha Jannath at Drayton Manor in 2017.

The 11-year-old from Leicester was killed on a water rapids ride called Splash Canyon in May of that year after she stood up in the boat just as it hit a buffer designed to direct boats to the end of the ride.

Although a conclusion of accidental death was recorded, the coroner's report by South Staffordshire assistant coroner Margaret Jones said that



■ The Splash Canyon ride at Drayton Manor has been closed since the incident in May 2017

action should be taken by all theme parks to prevent future deaths.

The report has been sent to Alton Towers, Legoland, Thorpe Park, Merlin Entertainments and Lightwater Valley Theme Park, as well as Drayton Manor and for all the theme parks to respond to the report by 8 January 2020.

[READ MORE ONLINE](#)



We're creating a destination that maximises all the new immersive and interactive technologies and experiences in the world

PY Gerbeau, CEO of LRCH



Capital investment

Plans for the ambitious London Resort are beginning to take shape, as the first visuals were released for the upcoming theme park



■ The park has been described as one of the most ambitious theme park projects in Europe

London Resort Holdings Company (LRCH), operator of the upcoming London Resort theme park and entertainment destination in Swanscombe, Kent, has released new concept artwork showcasing the first phase of the 535-acre resort.

The park, which has been described as one of the most 'ambitious theme park projects in Europe', will be the first development of its kind to open in the region since Disneyland Paris in 1992. It is expected to open in 2024 and will consist of six lands: The High Street, The Studios, The Woods, The Kingdom, The Isles, The Jungle and The Starport.

Guests will enter the resort via The High Street – a plaza with a range of shops, restaurants and hotels, as well as a convention centre and a waterpark – before making their way to The



We won't just be creating a world-class resort, it will also be one of the most sustainable theme parks on the planet

Studios, a warehouse district offering thrills and high-speed car chases.

Aimed at a younger audience, The Woods will be an enchanted fairytale land that "takes visitors on an adventure through the pages of a storybook", while The Kingdom, inspired by Arthurian legend, is an immersive realm of swords, sorcery, castles and dragons.

A fantastical land with giant creatures and mythical beasts, The Isles will combine 'jaw-dropping' architecture with technology to create memorable rides and experiences. The Jungle will take guests back in time to discover the ancient ruins of a long-lost Mesoamerican civilisation.

The final land, The Starport, will be dedicated to big thrill rides, and will give guests a glimpse into the future and bring them face to face with aliens.

The park will feature IPs from Paramount Pictures, after reaching a new deal with the film studio back in July, as well as the BBC and ITV.

"We're creating a destination that maximises all the new immersive and interactive technologies and experiences in the world," said PY Gerbeau, CEO of LRCH.

"We won't just be creating a world-class leisure destination, it will also be one of the most sustainable theme parks on the planet."

The park has also recently announced a partnership with EDF Energy that aims to make the London Resort the most sustainable major theme park destination in the world. The partnership will see the resort pursue a Net Zero emissions goal, in what is believed to be a first for the global tourism industry. ●



The park is expected to open in 2024 and will consist of six lands

■ The number of inactive children is slowly decreasing – by 3.9 per cent over the past year



Active children

The latest *Active Lives* study from Sport England has shown that children's activity levels are on the rise

Almost half of children and young people (46.8 per cent) in England are doing the recommended average of 60 or more minutes of physical activity a day.

The figure, from the second annual *Active Lives Children and Young People Survey*, shows there has been a rise of 3.6 per cent in the number of active children over the last year.

In total, 3.3 million children are now meeting the new recommended Chief Medical Officer Guidelines – an increase of 279,600 when compared with 2018. Crucially, the figures show that there has been a rise in children getting active outside of school, with 57 per cent now doing an average of 30 minutes or more

a day outside of school (up 4.6 per cent in the last year), compared to 40 per cent being active at school. Activities that have seen a particular increase in popularity outside of school include active play, team sports and walking.

At the other end of the scale, 2.1 million children and young people (29.0 per cent) are doing less than 30 minutes of physical activity a day. This means that the number of inactive children is slowly decreasing – by 3.9 per cent over the last

year. Another 1.7 million (24.2 per cent) children are 'fairly active' taking part in average of 30-59 minutes a day.

There is a persistent inequality factor in activity levels, with children from the most affluent families more active (54 per cent) compared to the least affluent families (42 per cent) – while boys remain more active than girls at every age from five up.

Commenting on the figures, Jack Shakespeare, director of children, families and research at ukactive, said

During the summer holidays children's fitness levels fall by around 74 per cent, and by even more in areas of high deprivation



While it's positive that activity levels are increasing for some children, it is clear that stark inequalities remain entrenched

the figures show that increasing exercise opportunities outside of school is working.

"The report shows that out-of-school provision is helping children to be more active," he said. "ukactive's members are clearly playing a lead role in delivering out-of-school provision and we remain committed to working side by side with Sport England to make this available to all, regardless of gender, race or affluence."

Shakespeare added, however, that the persistent gaps in activity levels that remain between genders – and affluence – need to be addressed.

"While it is positive to learn that activity levels are increasing for some children and young people, it is clear that stark inequalities remain entrenched for many children across

the UK. It is unacceptable that physical activity levels are lower among girls, children from poorer backgrounds, and those who are black, Asian or from a minority ethnic group.

"The new Tory government must make physical activity opportunities for all children and young people an urgent priority, not just for the physical health of the next generation but for their mental and social health too.

"Our research shows that during the summer holidays children's fitness levels fall by around 74 per cent, and by even more in areas of high deprivation. However, 39 per cent of community sports facilities remain locked behind school gates. The government has a duty to protect the most vulnerable in society." ●



ukactive's Jack Shakespeare said there are still persistent gaps in activity levels between genders



It requires middle-aged people with health-related conditions to be more active, as there will not be enough oncologists in 10 years' time

Tom Watson, ex-deputy leader,
Labour Party



Political commitment

A physical activity hustings – held before the Tory landslide election victory – saw cross-party support for exercise as prevention



■ The hustings were attended by Tom Watson (right), Lord Addington (middle) and Nick King (left)

Representatives from the three main political parties have backed the view that physical activity has a major role to play in the nation's health by reducing the burden on the NHS.

A trio of politicians – Tom Watson, the ex-deputy leader of the Labour Party; Nick King, the Conservative candidate for Makerfield, Greater Manchester; and Lord Addington, the Lords spokesperson for sport for the Liberal Democrats – made the pledge during a sport and physical activity hustings in London. The hustings was held just two weeks before the Tory landslide election victory on 12 December.

The panel agreed that, for prevention to have more impact, more work needs to be done to increase the opportunities for all parts of the population to engage in physical activity.



■ The hustings were held just days before Boris Johnson led the Conservative Party to a historic election victory

If you want to save money, you have to get more people physically active – it really is that easy

"If you want to save money, you have to get people active – it's that easy," Lord Addington said.

Tom Watson, speaking about the public health crisis in the UK, added: "It requires middle-aged people with health-related conditions to be more active, as there will not be enough oncologists in 10 years' time."

Jointly hosted by ukactive and the Sport and Recreation Alliance, the lively debate also saw all parties back other key election policies identified by ukactive – such as the rejuvenation of high streets, improving the health of young people and the creation of an active workforce.

The panel were also challenged on what their parties would do to reduce barriers for the leisure sector and encourage growth.

Nick King said that in relation to

reviewing business rates, there is a clear opportunity to "put forward a case for physical activity", following his party's pledge to reduce rates for pubs, music venues and small cinemas.

Tom Watson spoke about an active workforce being a more productive workforce and, referencing evidence from the ukactive National Summit, said there is a "bottom-line interest to UK plc in ridding people of these public health conditions".

Meanwhile, Lord Addington underlined his party's stance on improving active travel by improving cycling networks to make the option easier for more people.

ukactive CEO Huw Edwards said: "One of these parties will be in power on 13 December. The opportunity tonight was for our sector to question them and on the role our sector can play for a more active, healthier society." ●



■ The panel agreed that more work needs to be done to increase opportunities for all parts of the population

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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.

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Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

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

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Our client is an Arabic businesswoman who has just opened a new studio and seeks an experienced and well-educated Fitness Expert to help her set up a new studio program and give them ideas on how to promote and manage it.

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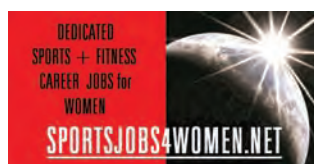
Join thousands of other UK/Western people happily working out there in Sports & Fitness and many other industries for years, while filling up their bank accounts each month with their tax-free money!

New jobs come in every month for fitness teachers/trainers so get registered for free now and be ready for the one you want. Before you fly out, SPORTSJOB4WOMEN will give you plenty of cultural advice based on our 30+ years of experience working with Arabia - www.sportsjobs4women.net

SPORTSJOB4WOMEN and LEISUREFORCE are divisions of the UltraForce Group.

Vacancies for female-only applicants are due to religious and cultural restrictions in the Middle East and as such qualify as 'genuine occupational requirements' within current employment legislation.

In line with recent UK & EEC-inspired confidentiality regulations, UFG is GDPR compliant & is also registered with the ICO in the UK (# Z4710886) . This professional status is a reassurance to all our registered candidates that your confidential details stored with us, are strictly controlled & limited for the sole purpose intended of sourcing international employment for you and according to your instructions.



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About truGym

truGym is one of the fastest growing health club operators in the UK. Since we launched in 2010, we have rapidly grown to 11 clubs across the UK.

We have developed a sound business model, that offers affordable and convenient fitness facilities. With a focus on professional teams that are passionate about fitness and help our members achieve their goals.

The people in our business are our greatest asset. We have various roles within our clubs from cleaners to personal trainers and general managers.

We also have a focus on developing our business model through franchising. So we are always on the lookout for entrepreneurs that have the passion to establish a business that delivers great returns.

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If you feel that you meet all of the above requirements and are looking for a new challenge, we would like to hear from you.

Senior Spa Therapist

We are looking for a full time Senior Spa Therapist and Spa Therapist with outstanding customer service skills, client care and supervisory experience.

As a senior spa therapist with spa experience you'll have the opportunity to work with some of the best brands such as Murad, Caudalie and Jessica.

You should have a minimum NVQ level 3 in Beauty Therapy as well as being able to operate the business aspects of a spa environment such as reception duties, stock control and cash handling, delegating duties to the team, monthly meetings and supporting the spa manager to help run and build the business.

You will be carrying out all level 2 & 3 treatments as well as providing consultations, upselling retail and treatments, you will be expected to give professional advice to promote treatments and products, as well as achieving and exceeding targets set by the Spa Manager.

To apply for this role, click below or scan QR code



 **Apply Now**

Spa Therapist

As a spa therapist with spa experience, you will have the opportunity to work with some of the best brands such as Murad, Caudalie, and Jessica.

You should have a minimum NVQ level 3 in Beauty Therapy as well as being able to operate the business aspects of a spa environment such as reception duties and cash handling.

You will be carrying out all level 2 & 3 treatments as well as providing consultations, upselling retail and treatments, you will be expected to give professional advice to promote treatments and products, as well as achieving and exceeding targets set by the Spa Manager.

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Visitor Centre Manager

(£25,625 to £28,034 per annum, dependent upon experience)

This is an exciting opportunity to manage the Visitor Centre and retail operations at Ferry Meadows. Your focus will be to create an engaging and welcoming visitor hub and develop an innovative and relevant retail offer which reflects the high quality and varied visitor experience across the Park.

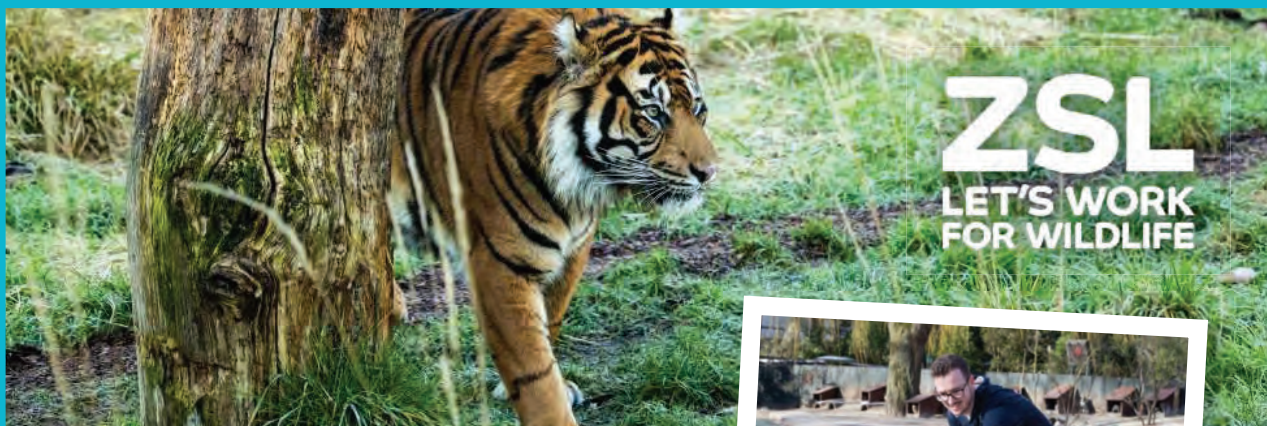
The right candidate will be experienced in sourcing and merchandising high quality products and will be creative, with limitless enthusiasm and a proactive approach to customer care. Your responsibilities will include the gift shop areas located in the Visitor Centre and Nene Outdoors water sports and activity centre. You will also promote local produce and work with our volunteers to create and market natural Nene Park products. For an informal discussion please contact Oliver Burke, Head of Operations, on 01733 367579.

CLOSING DATE FOR APPLICATIONS: 5PM, MONDAY 6TH JANUARY.

For more information about the role and to apply please click 'apply now' or scan QR code.



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ZOOLOGICAL SOCIETY OF LONDON

London Zoo

Commercial Manager

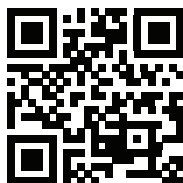
Salary: £55,533-60,282 p.a. (dependant on experience)

We're ZSL, an international conservation charity. Our vision is a world where wildlife thrives and we're working every day to achieve this. From investigating the health threats facing animals, to helping people and wildlife live alongside each other, we are committed to bringing wildlife back from the brink of extinction. Through the work of our pioneering scientists, our dedicated conservationists and our unrivalled animal experts in our two zoos, we guide and enable others in the UK and all across the world. Inspiring, informing, empowering – working for wildlife.

ZSL London Zoo is looking for a **Commercial Manager** to define the commercial strategy for London Zoo in order to maximise sales and profit. The successful candidate will be responsible for ensuring visitor satisfaction and achieving the income and profit budgets for several key revenue streams across commercial operations for the zoo including admissions income, donations, gift aid, catering, retail, hospitality events and experiences.

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For more information about the role, person specification and to apply please click 'apply now' or scan QR code.



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**CLOSING
DATE:
22/12/2019**



Leisure Attendant

Competitive Salary

The College Sports and Fitness operates from Rugby, Leamington and Moreton Morrell.

The Commercial Sports and Fitness Coordinator is seeking to improve and standardise the service offered to staff, students and commercial customers across all sites.

We are looking for an outgoing, confident and reliable team player with some previous experience who enjoys working in the fields of customer service and in a busy / thriving environment. The post holder will ensure the operational standard of the sports areas are fully met on a daily basis and will actively form part of a fitness team on a rota basis.

Hours of work

The post holder will be expected to work such hours as are necessary for the proper performance of their duties and responsibilities. This is a zero hour post.

Place of work

The principal place of work will be the College's premises based at our Moreton Morrell Centre. However, the post holder may be required to work on either a temporary or indefinite basis at any premises at which we may provide services.

For more information and to apply, please click below or scan QR code.



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Duties and Responsibilities

1. The post holder will be responsible for ensuring the health and safety procedures are adhered to for the centre by staff, students and customers. It is the responsibility of the post holder to report any health and safety issues to their line manager.
2. To ensure appropriate information, instruction and training is given to staff, students and customers in the use of the sports and fitness facilities and made aware of specific hazards/risks during exercise.
3. To contact necessary first aid staff/senior duty officer in case of an emergency and complete accident / incident report forms. To make sure every action is taken to prevent recurrence.
4. To ensure that the machinery and equipment within the area is properly cleaned, maintained and tested.
5. To take enquiries, sports bookings, and set up various activities.
6. To ensure that the sports and facilities and surrounding service areas are kept clean, tidy and to high presentation standards.
7. To supervise the Sports and fitness facilities at all times and ensure adequate cover is maintained for all areas in use.
8. To organise sports and fitness equipment for commercial classes, sports activities or external bookings and maintain sports storage area to suitable standard.
9. Cash handling and financial paperwork/ till operations associated with bookings and membership fees.
10. Assist the Manager in marketing and promotion of the Sports and Fitness Facilities.
11. You will be required to act as 'Key holder' at designated sites and will also be required to carry out Leisure Assistant duties on a daily basis as well as Instructor duties.
12. Maintain high standards of customer service at all times. To ensure queries are dealt with in a positive manner and passed on to your line manager. To handle reception duties in person or by phone or email. To wear corporate wear whilst on duty.



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ABOUT TEACHING
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Swimming Teacher

Location: Bristol, UK **Salary:** £10.30 - £12.41 per hour **Hours:** casual

Your role will include:

- Teaching swimming to the required program set out
- Keeping records of the learners achievements
- Ensuring that lessons are set up and cleared away to the procedures
- Maintaining a safe environment at all times following health and safety guidance
- Supporting environmental systems and promote healthy lifestyles

You will:

- Be a good communicator and have knowledge of current health and safety legislation
- Take pride in your work, are always on time, organised and totally reliable
- Have at least Swim England Level 1 Swimming Teacher qualification, a First Aid certificate is required
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- Team players who want to motivate, inspire and deliver an effective swimming programme.

Please call Fran Snell on 01454 279944 for more information.



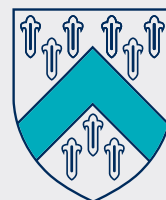
About Active Lifestyle Centres

Active Lifestyle Centres are run and operated by Circadian Trust. Our focus is on health, fitness and fun through activity. We offer state-of-the-art gym equipment and facilities alongside ASA accredited swim programmes, community clubs and leagues, traditional sports and exciting climbing and adventure play.

For more information and to apply, click below or scan QR code.

 **Apply Now**





Oundle School **SPORTS CENTRE**

Do you want to develop your career in the Leisure industry? Are you enthusiastic, energetic and have a 'can-do' attitude? If so, we have an amazing opportunities to join our team!

Leisure Assistant

Starting in February 2020, we are seeking to recruit full and part-time Leisure Assistants who will provide all visitors to Oundle School Sports Centre with a friendly and positive experience through delivering effective customer service whilst maintaining a safe environment. As a Leisure Assistant, you will be multi-skilled; as a receptionist and lifeguard, responsible for ensuring all the Centre's facilities are clean and prepared for use.

While an NPLQ qualification is essential for this role, as a new position in a new business you will receive extensive training. Leisure Assistants will be encouraged to develop with opportunities leading to other roles including fitness, sports coaching, swimming instructing and duty management.



Oundle School is one of the country's leading co-educational boarding and day schools. The School has 860 boarding and 260 day pupils, with 250 day pupils aged 4 - 11 attending Laxton Junior School.

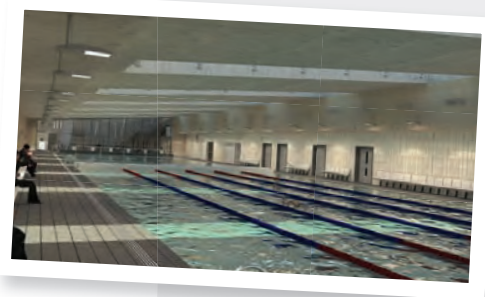
The School is opening a new dual-use sports centre to not only provide new and improved facilities for the School's pupils, but also provide increased access to local residents, sports clubs and schools.

Fitness Instructor

An exciting opportunity exists for customer-focused and motivated professional Fitness Instructors to join our team at our new Sports Centre.

A comprehensive training program starts in February 2020, with the Centre opening later in the Spring. As a qualified Fitness Instructor, you will be the first point of contact and a key individual in the front line delivery of our fitness programme, directly involved in the following:

As an independent centre, we are seeking to recruit confident, motivated and well-organised individuals with a wide variety of communication skills and the ability to deal with people at all levels. The successful applicant must demonstrate their initiative and flare to develop and deliver an engaging fitness programme within the fitness studio. While a REP's Level 2 qualification (or equivalent) is essential for this role, as a new position in a new business you will receive extensive training.



**For more
information
and to apply,
click 'apply
now' or scan
QR code.**