

leisure opportunities

16 - 29 April 2019 Issue 760

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Deloitte: European fitness growing strongly

The European health and fitness market continued to grow strongly in 2018, as the total number of health club members increased by 3.5 per cent to 62.2 million.

The figures come from the latest *European Health & Fitness Market Report*, published by Deloitte and EuropeActive.

The number of facilities increased by 4.6 per cent to 61,984 during the year, resulting in total fitness club revenues reaching €27.2bn (US\$30.5bn, £23.4bn) a 3.4 per cent increase on 2017.

Consolidation continues in the sector, with merger and acquisition activity reaching a new high during 2018.

In terms of market penetration, 7.8 per cent of the total population were health or fitness club members. The country with the highest penetration rate in 2018 was Sweden, with 21.6 per cent of the population holding a fitness club membership. The UK penetration rate is currently 14.9 per cent.

With 1.95 million members, McFIT remained the largest European operator



■ 7.8 per cent of the total population in Europe are health or fitness club members

when ranked by size of membership, while The Gym Group (720,000) was the largest UK operator.

"The growth means that it is likely that the fitness sector will reach its goal of having 80 million health club members by 2025," said Herman Rutgers, EuropeActive board member.

[More: http://lei.sr/5t7u7_0](http://lei.sr/5t7u7_0)



We remain confident of reaching 80 million gym members by 2025

Herman Rutgers



FITNESS

Gareth Bale-backed fitness studio opens in London

Football superstars invests in rowing concept

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SPORT

Wales to prioritise PE and school sport

All schools to provide at least 120 minutes of sport a week

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ATTRACTIONS

Harry Potter studio opens largest-ever expansion

Gringotts Bank adds 16,500sq ft to studio tour

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Paralympic star **Jonnie Peacock** launches online hub to help disabled people become more active

Double Paralympic gold medallist Jonnie Peacock has launched a new online hub, designed to empower disabled people to become more physically active.

Called Parasport powered by Toyota, the service aims to help disabled people discover and share the physical activities best suited to them and to share their experiences with others.

It will also look to increase awareness of physical activity opportunities for disabled people in the UK by enriching current listings and sourcing new ones, including accessible and inclusive sessions.



■ Peacock worked in partnership with ParalympicsGB and Toyota

"I wanted to be part of this campaign as sport and physical activity has transformed my life in so many ways"

Created in partnership with ParalympicsGB and car manufacturer Toyota, the launch of the new hub

will be promoted through a large media presence across a number of platforms – including a social media

campaign and a film called "It's Anyone's Game", which highlights the benefits of physical activity to those with impairments.

"I wanted to be part of this campaign as sport and physical activity has transformed my life in so many ways, providing countless great memories, friendships and filling me with the confidence to try new things," Jonnie Peacock said.

"There is a sport or activity out there for everyone, no matter their age, gender or impairment – it doesn't matter whether you are competitive or not. My message to everyone is if you just turn up and have a go, you are already a winner."

Gary Verity, architect of Yorkshire's Tour de France, resigns following expenses revelations



■ Verity was knighted in 2015 and also made a Chevalier of the National Order of Merit by the president of France

Sir Gary Verity has resigned as CEO of Welcome to Yorkshire amid an investigation into his use of expenses.

Verity was a key figure in bringing the Tour de France to the UK and also founded the Tour de Yorkshire.

More than three million people lined the UK routes during the Grand Départ of the Tour – stage one and two – in 2014, which saw the race start in Leeds and proceed through the Yorkshire Dales national park to Harrogate.

"Where standards have been achieved, I am grateful and when, on occasions, I have fallen short, I apologise"

In 2015, following the success of the Tour, Verity was knighted and also made a Chevalier of the National Order of Merit by the president of France.

His legacy is, however, now in doubt after concerns were raised in relation to "his behaviour towards staff and his expenses".

In a statement, Welcome to Yorkshire said: "As a

responsible organisation Welcome to Yorkshire takes all allegations very seriously."

Commenting on his departure, Verity said: "Over the last 10 and a half years I have always tried to set the highest standards of personal performance and leadership.

"Where this has been achieved, I am grateful and when, on occasions, I have fallen short, I apologise."



■ Davies made the comments in an interview earlier this month

"If you don't get a sporting habit for life when you come through school, it is more difficult to come back."

Mims Davies vows to get more women to play sport

Increasing sports participation among women and girls will be one of the "cornerstones" of a new government drive for sport, according to sports minister Mims Davies.

In her first national newspaper interview since succeeding Tracey Crouch – published in the *Daily Telegraph* – Davies outlined how a cross-departmental school sport action plan, due to be published later this spring, will target physical inactivity among hard-to-reach segments, including young girls.

"We are really concerned about the inactivity of our youngsters," Davies told the *Daily Telegraph*. "If you don't get a sporting habit

for life when you come through school, it is more difficult to adopt later."

Davies also pledged to "transform" the visibility of elite sportswomen in the UK.

"The more you see people who look like you the more you feel you can achieve it," she said. "That's visibility. That's real equality."

"Sport for women shouldn't be niche. Women's sport on television remains too much of a novelty. We have some of the most amazing sporting stars on the planet."

"I recently met Nikita Parris. What a role model. What a star. Dina Asher-Smith, Laura Muir – so inspiring."

leisure opps

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Irene Forte, daughter of Sir Rocco Forte, joins Global Wellness Summit advisory board

The Global Wellness Summit (GWS) has appointed Irene Forte to its advisory board.

Forte, who is the daughter of hotelier Sir Rocco Forte, currently serves as the wellness director for Rocco Forte Hotels and is responsible for overseeing wellness strategy across the 14 properties in the company's portfolio.

As part of the advisory board, she will enable the GWS to target millennials, the wellness industry's

"I immediately fell in love with the spirit of GWS when I attended my first four years ago"

'powerhouse demographic', by offering insight into the next generation of wellness and the millennial mindset.

A successful entrepreneur in her own right, Forte has recently launched her own beauty and skincare line – Irene Forte Skincare.

In 2015 she was granted government funding to develop a careers app, called Map My Career, aimed at

attracting and retaining a younger, more tech-savvy workforce to hospitality.

Forte said: "I immediately fell in love with the spirit of the Global Wellness Summit when I attended my first four years ago.

"With its mission of industry collaboration, I'm delighted to be part of such a worthy and important community and event."

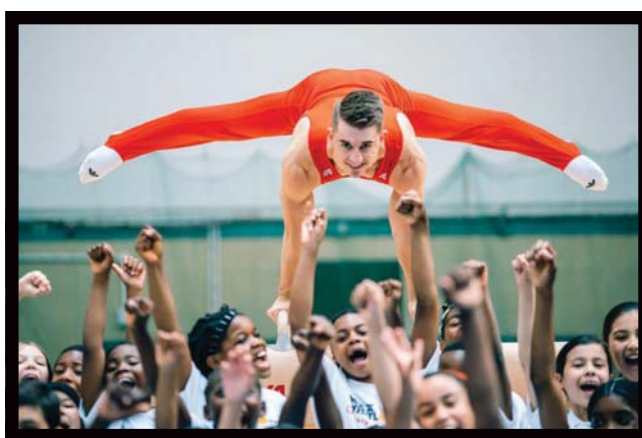
■ Forte will provide valuable insights into the millennial mindset

Everyone Active and Olympic champion Max Whitlock launch new sports qualification

Double Olympic champion Max Whitlock has teamed up with leisure operator Everyone Active and awarding organisation Active IQ to launch a new coaching qualification aimed at ensuring more children participate in gymnastics.

The new Active IQ Level 2 in Gymnastics – which received approval from Ofqual on the Regulated Qualifications Framework – will be used to upskill Everyone Active instructors to deliver gymnastics coaching.

All coaches who pass the assessments will receive a formal Level 2 Award in Max Whitlock Gymnastics certification.



■ Whitlock will have personal input into the new qualification

"This initiative will ensure that more young people are given the opportunity to enjoy gymnastics"

The course educates participants about the design and delivery of gymnastics sessions,

instructs them on how to progress young people through different stages and educates them in health

and safety standards. The move is part of aims by Max Whitlock Gymnastics and Everyone Active to engage one million children in gymnastics by 2022.

Whitlock has been heavily involved in the design of the programme and its accompanying qualification.

"I'm delighted to have teamed up with Everyone Active to ensure that more young people are given the opportunity to enjoy gymnastics," Whitlock said.

"It's extremely exciting to have developed this qualification, and I'm looking forward to seeing the difference it makes to young people's engagement in the sport."



■ Geisler is founder and CEO of US-based Xponential Fitness

Anthony Geisler: boutiques will crush the big box operators

Xponential Fitness founder Anthony Geisler sees a dominant future for his boutique fitness business, and one in which the big box operators have been crushed by the rise of boutiques.

Speaking to *HCM* magazine, Geisler looks ahead five years and predicts how the fitness landscape will look. He pulls no punches in predicting that Xponential will lead the way for boutiques, and his message for big box fitness is a challenging one.

"In five years, we'll have reinforced our position as the dominant force in boutique, with thousands of locations and a

much larger international profile. Looking at the bigger picture, I think boutiques will crush the big boxes. We're seeing some of the big boxes try to bring in boutique modalities, but none of them have been able to do it well."

Geisler said that even those boutiques that have been acquired by big box operators have grown very slowly.

"Blink Fitness, for example, has been around for a long time and I think it has 150 locations. We would have had 1,000 in the same period," he said.

"The key to achieving such growth is through operating a franchise model."

"Blink Fitness, for example, has been around for a long time and I think it has 150 locations. We would have had 1,000 in the same period"

MEET THE TEAM

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BUDGET GYMS

Number of low-cost gyms could double

The Gym Group has tackled investor chatter about stagnation in market penetration by collaborating with PricewaterhouseCoopers (PWC) to release an independent report showing the number of low-cost gyms could double by 2026 to between 1200 and 1400 locations.

The report, *UK Low Cost Gyms – Market headroom forecasts increased*, which was released in March just a day before The Gym Group's full-year results, dispels concerns that penetration rates are stuck at 14 per cent.

Speaking to *Leisure Opportunities*, Gym Group

CEO Richard Darwin said: "Independent research confirms that the low-cost market can at least double its number of sites, supporting our ambition for future organic growth, alongside the maturing of our current estate."

In reporting its annual results, The Gym Group – which bought portfolios of clubs from both Lifestyle and EasyGym in 2017/18 – said it achieved revenues of £123.9m on the combined estate for 2018, a 35.6 per cent increase on the £91.4m recorded in 2017.

Statutory profit before tax was £10m against £9.2m in 2017.

More: http://lei.sr/y4j5Z_0



■ The Gym Group's growth strategy includes TV advertising



Research shows the low-cost market can double its number of sites

Richard Darwin

CONSOLIDATION

Fusion and Active Life merge, will invest £11.5m in facilities



The deal will see Active Life enter into 50-year leases for the council's three main leisure centres

Leisure operators Fusion Lifestyle and Active Life have committed to investing in improving facilities in Kent, following the signing of a long-term lease deal with Canterbury City Council.

The deal will see Active Life enter into 50-year leases for the council's three main leisure centres and then work with Fusion to deliver an investment package of around £11.5m into Kingsmead Leisure Centre in Canterbury, Herons Leisure Centre in Herne Bay and Whitstable Swimming Pool.

The cash injection will result in the refurbishment and redevelopment



■ The partnership will revamp three leisure centres

of the leisure centres – including the creation of extended and improved fitness facilities, new family-friendly play facilities and on-site cafés.

As part of the deal, Active Life – set up as a local charity to operate the sites – will become a subsidiary of Fusion, but will continue operating with an independent identity and a local board.

More: http://lei.sr/q5h5m_0

IP-BASED FITNESS

Les Mills partners with Disney to create Marvel workouts



Getting active and having fun is the number one priority

Diana Archer Mills

Les Mills International (LMI) has partnered with Disney to create a Marvel superhero workout to get millions of children more physically active. The specially-created, five-minute workouts for kids have been produced under the "Move Like The Avengers" banner.

Based on Les Mills' Born to Move children's exercise programme, the free workouts feature Marvel characters such as Thor and Black Widow leading fully choreographed exercise routines for children aged 8 to 12.

Timed to coincide with the release of Marvel Studios' *Avengers: Endgame*



■ Les Mills has launched five-minute workouts for kids under the 'Move Like The Avengers' banner

– which is set to hit cinemas on 26 April 2019 – Move Like The Avengers combines live action with music and animated Marvel graphics.

"The music and moves have been carefully choreographed, but getting active and having fun is the number one priority," says co-presenter and Les Mills creative director, Diana Archer Mills.

[More: http://lei.sr/b6q3y_0](http://lei.sr/b6q3y_0)

NEW OPERATOR

Concept backed by Gareth Bale to open first site in London

Rowbots, a new rowing-driven fitness concept which boasts Real Madrid and Wales star Gareth Bale as a joint partner and investor, has secured its first location.

Located in Fitzrovia, Central London, the Rowbots concept employs rowing and dynamic floor exercises to create a complete body workout.

The 1,800sq ft unit will provide space for 11 rowing machines and floor work with a capacity of 22 people per class.

Bale – who has won four European Champions



■ The studio will combine rowing with floor exercises



■ Bale joins CEO Sam Green in the Rowbots top team

League titles with Real Madrid in the past five years – is known to include rowing as an integral part of his gruelling fitness routine, and it spurred his involvement in the new concept.

Bale joins chief executive Sam Green and fellow investors Greg Zimmerman and Joshua Barnett in the Rowbots top team.

"London currently has nothing like this concept," said Sam Green, co-founder.

[More: http://lei.sr/d6t8k_0](http://lei.sr/d6t8k_0)

Protein before bed may increase training gains

Drinking a protein shake just before going to sleep might increase gains in muscle-mass and strength following a resistance workout, according to researchers at Maastricht University.

In a study, they questioned whether this effect relates to increased protein intake, or whether any night-time beverage will work in this way.

The team proposes pre-sleep protein can be used to improve protein intake distribution, saying: "Muscles can only grow when the building blocks – amino acids – are available in the blood."

[More: http://lei.sr/A7J3Y_0](http://lei.sr/A7J3Y_0)

NEW MARKETS

TSG buys CorePower Yoga and targets UK

Private equity firm TSG Consumer Partners (TSG) has acquired CorePower Yoga from L Catterton for an undisclosed sum.

CorePower Yoga is one of the fastest-growing yoga fitness studio operators in the US. Founded in 2002, the company currently has more than 200 studios in 23 states and offers a variety of yoga classes with a digital instruction app called CorePower Yoga On Demand.

The move comes as TSG announced it will expand its operations in Europe by opening an office in London – the first outside the US.

"TSG's presence in London deepens its commitment to the

European market and enhances the firm's ability to identify and execute on compelling investment opportunities in the region," TSG said in a statement.

The firm's investments in Europe include spa and beauty brands such as HUDA Beauty, ZOEVA and Revolution Beauty; beer, pub and hotel group BrewDog; and road cycle supplier Canyon Bicycles.

"Europe represents a dynamic and attractive marketplace with exciting investment opportunities across the consumer and retail spectrum," added Chuck Esserman, CEO and founder of TSG.

[More: http://lei.sr/K2C7h_0](http://lei.sr/K2C7h_0)



■ CorePower Yoga currently has more than 200 sites in the US



Europe represents a dynamic marketplace

Colin Welch

CORPORATE FITNESS

Spartan launches into workplace wellness



The app offers elements of personalisation, social sharing and gamification to get people moving and adopting better lifestyle habits

Spartan, the obstacle course and endurance brand, has launched into the corporate wellness market with the development of the Spartafit Challenge App.

The app, which was developed in partnership with corporate wellness specialist, Praktice Health, enables employees to compete in company-wide 30-day health challenges and earn prizes.

Launching on 6 May, the Spartafit Challenge App has been designed to build workplace engagement and teamwork through themed challenges.



■ Spartan's corporate wellness app will tap into the team spirit of the wider brand

Employees form teams within the app with the goal of working together to complete wellness activities over set periods of time, for which they're rewarded points. Companies then compete to win a US\$5,000 (£3,800) donation to the charity of their choice.

[More: http://lei.sr/p3x5k_0](http://lei.sr/p3x5k_0)

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2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other Industry leaders within their field.



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Fitness news

BOUTIQUES

Gyms must consider VR to engage with Generation Z



Gyms need to also look at gamification and cutting edge tech

Chloe Combi

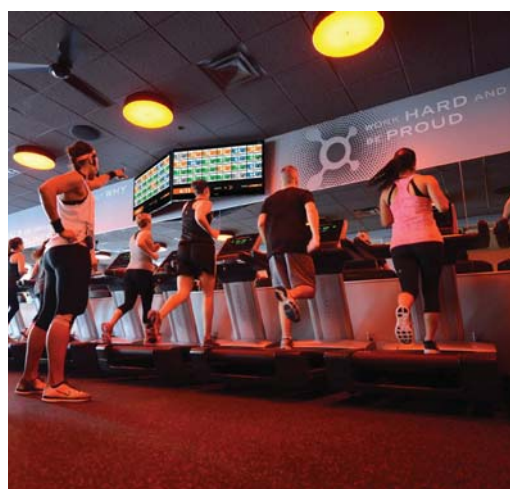
Gyms and boutique studios will need to marry elements such as gamification and virtual reality into their offering in the future to keep Generation Z members engaged, according to Chloe Combi, a specialist on the demographic.

Speaking in the Talking Point article in the March 2019 issue of *HCM* magazine, Combi said that this generation – typically described as those who were born from the mid-1990s to early-mid 2000s – is often isolated in terms of their social activities, so “united activities will become more sought out as we

move into the next decade”. There should be a greater emphasis on teamwork, team-building and working together, she said.

“Gyms and boutiques will also need to consider gamification, virtual reality and cutting edge technology.”

[More: http://lei.sr/h5h2H_0](http://lei.sr/h5h2H_0)



■ Boutique gyms are perfectly placed to introduce activities that enhance “united activities”

NEW OPENING

New Age fitness club opens second site in Scotland

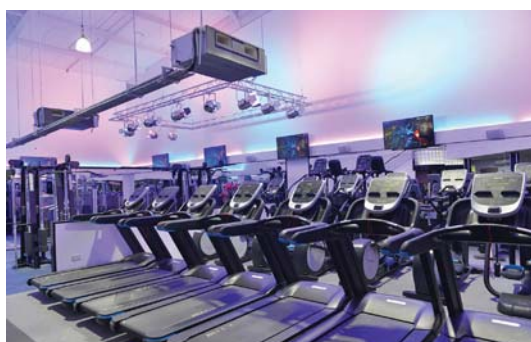
Following the success of its first gym in Hamilton, Scotland, New Age Fitness has opened a second facility in nearby Coatbridge.

The 2,500 capacity, 10,000 sq ft gym is owned and operated by entrepreneur Steven Morley.

The club features a mezzanine level with indoor cycling studio, featuring 20 Precor Spinner Shift bikes, the main studio and offices.

The groundfloor is dominated by a large, modular functional training unit.

“The popularity of HIIT is a big draw for members



■ The cycling studio with 20 Precor Spinner Shift bikes



The popularity of HIIT is a big draw for members

Steven Morley

and functional training is an essential part of our gym,” Morley said.

We wanted to create a boutique feel and the functional fitness unit is a show-stopping piece, providing us with a differential. Members walk through the functional training area to access the rest of the gym, so it creates the perfect first impression.”

[More: http://lei.sr?a=w1h0Q](http://lei.sr?a=w1h0Q)

Nike launches campaign to honour primary school heroes

Primary school staff that are helping and inspiring children in London to be active are to be celebrated in a new initiative from sportswear giant Nike.

The Active School Hero scheme – in partnership with ukactive – aims to identify “heroes” in every London borough, as well as one overall outstanding Active School Hero for the whole of the capital.

The borough winners will receive professional development from Nike and the Youth Sport Trust, as well as tickets for their class to attend an elite sporting event.

[More: http://lei.sr/z7q5f_0](http://lei.sr/z7q5f_0)

WELFARE

Concussion: sports must "show they care"

Sports Think Tank founder and director Andy Reed has said it is time that concussion was "taken seriously" and that measures were taken at all levels of the sport.

Writing in a Thought Leaders piece in the latest issue of *Sport Management magazine* (issue 4 2018), the former Labour MP and chair of SAPCA (the trade association for the sports and play construction industry), said sports organisations need to place more focus and attention to the dangers of concussion.

Reed added that there are a number of sports – such as rugby with its Head Injury Assessment – are moving in the right direction, but cited

a poll of Sports Think Tank members, which found that almost half (48 per cent) don't believe the sector is doing enough to combat the issue.

"Our survey found that sports need to move much more towards prevention rather than just treatment," he said.

"In rugby, if the evidence suggests lowering the tackle area, then the authorities should follow suit."

"Although we have seen major improvements in player welfare at the professional level in some sports, the level of knowledge at grassroots and schools needs improving – for the sake of family members at risk of losing loved ones."

[More: http://lei.sr/f5K7n_0](http://lei.sr/f5K7n_0)



■ Rugby has started taking action on concussion



The level of knowledge at grassroots needs improving

Andy Reed

FOOTBALL

Spurs opens new stadium, reports world record profits



The club reported the biggest annual profits of any football club in history, with pre-tax profits of £138.9m for the year to 30 June 2018

The £1bn Tottenham Hotspur stadium – the largest club ground in London – has finally opened its doors to fans.

Designed by global architecture firm Populous, the venue can accommodate more than 62,000 people and features a wide range of premium seating, a hotel and multiple restaurants.

The structure, which took three years to complete, also has a retractable pitch with an astroturf field to host National Football League (NFL) games.

The opening of the venue came as the club also reported the biggest annual profits of any football club in



■ The stadium has the largest football pitch in London

history. Spurs revealed pre-tax profits of £138.9m for the year to 30 June 2018 – an increase from £51.7m the year before. Revenues were £380.7m during the twelve months, up from £309.7m a year earlier.

[More: http://lei.sr/D2a9a_0](http://lei.sr/D2a9a_0)

POLICY

Sport Ireland launches new Women in Sport Policy



This strategy will provide a blueprint for Sport Ireland

Lynne Cantwell

Sport Ireland has launched a new strategy for women's sport, which seeks to underline and recognise the opportunity to make a "significant impact on the lives of women through their involvement and participation".

The Women in Sport Policy identifies four key areas in which focused work is needed in order to lower the barriers for women to get more involved – coaching and officiating, active participation, leadership and governance and visibility.

The announcement also includes the setting up of a Women in Sport Steering Committee, which will be



■ Active participation is among the four key areas identified in the new strategy

chaired by former Irish international rugby player Lynne Cantwell as chair.

Speaking at the launch of the new strategy, Cantwell said: "The new Women in Sport Policy aims to provide a blueprint for Sport Ireland on the organisation's future work in the area of women in sport.

"Sport Ireland began a review in 2018, which examined the current landscape of women in sport in Ireland, identifying barriers to participation."

[More: http://lei.sr/e8f8N_0](http://lei.sr/e8f8N_0)

DISABILITY SPORT

Metro Blind Sport to tackle barriers to participation

Recently appointed Metro Blind Sport chief executive officer Martin Symcox has a list of improvements he wants to make, including introducing new sports, increasing volunteer numbers, and tackling barriers to participation.

Metro Blind Sport works to open up sporting opportunities to blind and partially sighted people mostly living within Greater London, with core sports supported including archery, athletics, bowls, cricket, football and tennis.

Speaking to *Sports Management* in issue Q4 2018, Symcox said that sport



■ This year more than 80 visually impaired athletes took part in the annual Metro athletics event



I aim to be focused on providing support for our core sports

Martin Symcox

was able to bring huge benefits for visually-impaired people, including physical fitness, social interaction and balance and sensory awareness.

Having worked previously as a director for the Royal Life Saving Society UK, Symcox says he is passionate about effecting change that improves people's lives.

"I aim to be focused on providing support for our core sports," he said.

[More: http://lei.sr/b3u4s_0](http://lei.sr/b3u4s_0)

Talent plan launched for English athletes

Sport England has launched a new Talent Plan for English athletes, which outlines seven principles for plans to produce future international stars.

The plan identifies two main objectives – progression and inclusion – as part of a new approach which places as much emphasis on how athletes win as it does on what athletes win.

It underlines that sport should remain a positive experience for everyone in the talent system and that the system is accessible to everyone who has the ability and potential to succeed at the highest level.

[More: http://lei.sr/p8W6e_0](http://lei.sr/p8W6e_0)

SCHOOL SPORT

Welsh Assembly to prioritise PE and school sport



A requirement for 120 minutes of PE would raise the bar

Sarah Powell

Welsh schoolchildren will be offered at least two hours of physical education each week, after a Welsh Assembly committee made a commitment to make it a minimum statutory requirement for schools to provide 120 minutes of weekly PE.

The move is one of 20 recommendations outlined by the National Assembly for Wales' Health, Social Care and Sport Committee, which published its report this week.

Other key themes include giving physical education a greater priority in the new curriculum.



■ The report calls for a national measurement tool

The report also calls to ensure that all secondary schools regularly consult pupils on the choice and range of physical activities available to them.

"A statutory requirement of 120 minutes of PE would raise the bar in terms of the opportunities and experiences being provided," said Sarah Powell, Sport Wales CEO.

[More: http://lei.sr/R2H9X_0](http://lei.sr/R2H9X_0)

RESEARCH

Boys who do exercise less likely to be depressed

A new study has found that taking part in structured exercise such as team sports can reduce levels of depression in boys from the age of nine to 11.

Researchers at Washington University in St Louis found children taking part had larger hippocampi volumes – a part of the brain known to play a role in depression, memory and stress response.

Lisa Gorham, lead author of the study, said: "Our findings illuminate the relationships between involvement in sports and depressive symptoms in kids as young as nine.



■ Taking part in structured sport is beneficial for boys



Involvement in sports is related to greater hippocampal volume

Lisa Gorham

"We found that involvement in sports is related to greater hippocampal volume in both boys and girls, and is related to reduced depression in boys, but this did not apply to not non-sport activities such as music or art."

The relationships were particularly strong for children participating in sports that involved structure – such as a school team sports – rather than informal sports.

[More: http://lei.sr/b3b7A_0](http://lei.sr/b3b7A_0)

Accessibility: DDA compliance 'not necessarily' enough in sport

Compliance with DDA (Disability Discrimination Act) regulations does not always make a sports facility fully accessible, according to Kevin Wright, manager of Edinburgh Napier University's [EN]GAGE facility.

Wright made the observation in *Sports Management* (issue 4 2018).

"The tenders continually mentioned DDA compliance, but in my experience that doesn't necessarily make an area accessible," he said. "So it was eye-opening going through the IFI element of Quest.

[More: http://lei.sr/U7Q5m_0](http://lei.sr/U7Q5m_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

@CommLeisureUK

cateatwater@communityleisureuk.org

Thank you for reading.



NEW POOL

£16m Littlehampton Wave opens

The Littlehampton Wave leisure centre has opened after more than seven years in the planning.

The centre at the Sussex seaside resort town features an eight-lane, 25-metre pool, a multi-purpose pool with moveable floor, an 85-station gym and a large functional space which can be divided into two dance studios, a sports hall and a 25-station indoor cycling studio.

The new facility replaces the old sports dome formerly located at the site.

Owned by Arun District Council, the centre will be operated by Freedom Leisure and was built by leisure construction specialist Willmott Dixon.

The council procured Willmott Dixon through the Southern Construction Framework – an initiative set up to ease the complexity of construction projects for local authorities, public sector bodies and charities in the region.

“This project started as a bit of a dream in 2011,” said Nigel Lynn, CEO of Arun District Council.

“We looked at the leisure centre we had then and thought there wasn’t a lot of life left in it. We wanted to offer something better for the wellbeing of our community, and here we are today after a lot of hard work.”

[More: http://lei.sr/6q3Q9_0](http://lei.sr/6q3Q9_0)



■ The centre will be operated by Freedom Leisure



This project started as a bit of a dream in 2011

Nigel Lynn

POOL MANAGEMENT

Quest launches pool water management quality mark



Pool plant operations are a critical area for management

Luke Griffiths

Quest, Sport England’s recommended continuous improvement tool for leisure facilities, has launched a new Pool Water Management Quality Mark.

The mark, created in partnership with Right Directions and STA, is designed to measure how effective organisations are at managing their facilities and teams.

It forms an updated module as part of the Quest Plus assessment and aims to give pool operators guidance on how to provide safe, clean and hygienic swimming pool water and how to manage pools in a responsible, efficient way.



■ The mark looks to measure how effective organisations are at managing their facilities

“Pool plant operations are a critical area of operations for management at a wet leisure facility,” said Luke Griffiths, qualification development manager at Safety Training Awards, STA’s awarding organisation.

OPEN WATER SWIMMING EXPERTS TOO

OPEN WATER LIFEGUARD



With an increase in open water swimmers, comes a need for more Open Water Lifeguards!

With an RLSS UK Open Water Lifeguard (OWL) qualification, you can provide supervision and rescue cover for planned, organised and risk assessed activities in non-tidal open water. A three-day course valid for two years.

For more information, visit www.rlss.org.uk/open-water-lifeguard-qualifications

POOL TO POND

NEW AWARD LAUNCHING APRIL 2019

Pool to Pond supports individuals making the transition from being a pool swimmer, to an open water swimmer. Typically delivered over five sessions; sessions one to four are split between the classroom and the pool, with the fifth at an open water venue, allowing participants to swim in open water.

For more information, visit www.rlss.org.uk/pool-to-pond

SH₂OUT

SH₂OUT is an official partnership between RLSS UK and British Triathlon. Its aim is to help promote safety and enjoyment in open water swimming. Look out for the SH₂OUT accreditation mark at venues, events and clubs, it ensures:

- Safe venues
- Market leading industry guidance
- Quality events

For more information, visit www.rlss.org.uk/sh2out



Our next event is Saturday 25 May 2019, Sywell Country Park, Northamptonshire and includes:

- 1600m swim
- 800m swim
- 800m swim/5km run Aquathlon
- Junior swim/run (various distances)

Ideal for entrants (both adults and children) who are new to open water swimming.

For more information and to book, visit www.rlss.org.uk/event/open-water-festival-25-may-2019



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Tourism is not like other products

One of the central tenets of consumer rights legislation in the UK is that people should have the ability to change their mind.

If you purchase something that looks like a great piece of clothing in a store, you should be able to take it back if you get home and find it doesn't fit. Or, if you come home from a night out and think that getting someone to install double-glazing is a great idea, you want to be able to wake up the next morning, phone up the installation firm and say that you've made a mistake and cancel the order.

Carrying the costs

It's for this reason that we have the Consumer Contracts Regulations which give people a 14-day period in which they can return goods or cancel contracts. However, this legislation comes with exemptions, a number of which apply to the tourism industry – including tourism accommodation bookings, tickets to attractions and events and airline ticketing.

The reason for this is reasonably obvious. All these products have a set date of use, meaning that if the customer made a booking within 14 days of date, they could cancel their booking at the last moment leaving the accommodation operator, event organiser or airline to carry the cost.

In many cases, the cost could be quite substantial. For a hotel with hundred rooms, or an airline with 200 seats on a flight, if one person cancelled at the last minute the cost would be minor. However, if a large

group of football supporters where to cancel their accommodation or flights at the last moment, the loss would be considerable. Similarly, a self-catering operator with only one property would face significant loss if a person with a two week booking over the height of summer cancelled at the last moment.

Misdirected changes

Yet, the government is currently consulting on whether the tourism industry still needs this exemption.

The view is that because some booking sites are starting to demand that operators allow customers to cancel later and later as a listing requirement, this is now the industry standard – and the exemption is no longer warranted. In reality the government should be cracking down on booking sites using their market dominance to impose unfair requirements on business operators. ●



■ Kurt Janson, policy director, Tourism Alliance



The government should be cracking down on booking sites using their market dominance to impose unfair requirements on operators



■ Late cancellations can be costly to smaller accommodation providers and tour operators



Getty Images

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for more information



Spa & wellness news

MAJOR PROJECT

Spa hotel to form part of £200m project

Neath Port Talbot council has greenlit £200m plans for the Afan Valley Adventure Resort – a highly anticipated leisure destination set to rise on a 325-acre former forestry plantation in south Wales.

The new attraction, which is being overseen by Peter Moore OBE – of Center Parcs fame – will comprise 600 trail lodges, a 100-room spa hotel, restaurants, and a plethora of sports and recreational facilities, including a survival academy created by television personality and ex-soldier Bear Grylls.

The Treetops Hotel and Spa – the resort's on site retreat – will feature a design concept from

Austrian wellbeing specialist Heinz Schletterer and offer meditation classes, massage treatments, and access to an infinity pool.

"We look forward to delivering a spa experience that relaxes the body and mind in a unique way," Schletterer commented in a statement.

In their report, members of the council concluded that Afan Valley "would significantly benefit the aspirations and key principles for socio-economic growth in the region, and act as a major contributor to the local economy through the provision of a strategic tourist destination".

[More: http://lei.sr/u2J2w_0](http://lei.sr/u2J2w_0)



■ The hotel will feature large wet areas and thermal experiences



**The spa experience
will relax the body and
mind in a unique way**

Heinz Schletterer

HISTORIC PROJECT

Fusion revamps Newcastle's restored City Baths



**The Grade II-listed
building is expected
to open later this
year following a
£7.5m restoration**

Fusion Lifestyles has released exclusive footage showcasing the ongoing renovation work of The City Baths in Newcastle.

Home to the city's famous Turkish baths, which date back to 1838, the Grade II-listed building is expected to open later this year following a £7.5m restoration, which will see the swimming pool and Turkish baths restored to their former glory, as well as the addition of a host of new facilities including a spa, health and fitness suite and a cafe bistro.

More than 35 builders are currently involved with the project,



■ The Turkish baths date back to 1838

sensitively restoring the building's original features and incorporating modern architectural structures.

Once open, The City Baths will offer an extensive programme of group exercise classes, including HIIT.

[More: http://lei.sr/U3y7q_0](http://lei.sr/U3y7q_0)

TRENDS

GWI reveals latest hydrothermal spa trends



Hydrothermal experiences offer wellness benefits that are difficult to achieve any other way

Don Genders

The Global Wellness Institute (GWI) has released the top six trends in hydrothermal spa and wellness experiences as identified by its Hydrothermal Initiative.

One of 23 GWI initiatives, the Hydrothermal Initiative is focused on educating both consumers and professionals on the health benefits and proper construction of all hydrothermal experiences, from popular saunas and steamrooms, to more specific modalities, such as salt inhalation, Kneipp therapy and floatation pools.

The Hydrothermal Initiative's Top Trends for 2019 include salt



■ One of the trends is the increase in popularity of unisex wet thermal areas

and Kneipp therapies, hot and cold contrast therapy, the increase in popularity of unisex wet thermal areas in spas and floatation therapy.

"Hydrothermal experiences offer wellness benefits that are difficult to achieve any other way," said Don Genders, chair of the Hydrothermal Initiative.

[More: http://lei.sr/P2e9y_0](http://lei.sr/P2e9y_0)

NEW OPENING

Lush megastore with spa opens in Liverpool

Lush Cosmetics, a beauty brand specialising in handmade cosmetics and sustainable skincare, has opened its biggest ever branch in Liverpool, UK.

Located on Church Street in central Liverpool, the Lush megastore is spread over three floors and boasts a number of in-store experiences including a spa.

Consisting of six treatment rooms, the spa boasts an extensive treatment menu offering full body treatments, massages, facials and body scrubs.

The in-house facilities also include a hair salon, florist,



■ Shoppers can create their own products at the site



This is all about making people feel good about themselves

Dan Campbell

perfume library, a coffee and tea kiosk and a party area.

The brainchild of Lush cosmetic scientist Dan Campbell, the hair salon, called the HairLab, offers a range of services and treatments, such as cutting and styling consultations, hair treatments and more than 50 haircare products.

Campbell said the new store will offer a service which is "all about making people feel good about themselves."

[More: http://lei.sr/6w4F2_0](http://lei.sr/6w4F2_0)

Alchemist Spa opens at Woolacombe Bay Hotel

The Alchemist Spa, formerly the Haven Spa at the Woolacombe Bay Hotel in Devon, UK, has reopened after having undergone a major upgrade.

Masterminded by hotel MD Sally Lancaster, the spa is billed as a 'sanctuary by the sea'.

It features an extensive treatment menu with rituals and products from Natural Spa Factory, as well as a host of new facilities including four treatment rooms, a manicure and pedicure parlour, a Rasul suite, a copper tub room, 'The Optimist' relaxation room and an indoor pool.

[More: http://lei.sr/b7F8M_0](http://lei.sr/b7F8M_0)

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NEW OPENING

Dungeon attraction opens at Alton Towers

Alton Towers has launched a new experience for the 2019 season. Called the Alton Towers Dungeon, the attraction takes guests on a thrilling journey through Staffordshire's darkest moments.

Located on the site of the former Charlie and the Chocolate Factory dark ride, the Alton Towers Dungeon utilises elements from the previous attraction, including the former chocolate river, which now features newly-themed vessels, to transport guests through eight immersive scenes, showcasing the area's dark and gory history.

To create the Dungeons, Merlin partnered with

long-time collaborator Holovis, who previously worked on the park's stand out Wicker Man rollercoaster.

Designed to bring the attraction to life, the experiential design firm used multisensory immersive techniques, such as AV, lighting, audio, SFX and projection mapping, to create a sense of unease and discomfort in guests.

Peter Cliff, creative director at Holovis, said: "One of the highlights for me is the zonal audio, where during a blackout scene voices and whispers surround the guests and give the impression that live actors are right behind them, breathing down their necks."

[More: http://lei.sr/P6P2p](http://lei.sr/P6P2p)



■ Alton Towers Dungeons is a new attraction for the 2019 season



One of the highlights at the new Dungeon is the zonal audio

Peter Cliff

MUSEUMS

The V&A effect: Dundee attractions enjoy a boost



There is no doubt visitors are seeing more of the country

John Lennon

Having Scotland's first museum of design in their neighbourhood is helping a number of other Dundee attractions to boost their visitor numbers, according to new research.

The V&A Dundee opened in September 2018, and welcomed more than 340,000 people in its first three months. However, the benefits are being shared around. Nearby Discovery Point saw visitor numbers increase by 40 per cent in 2018, while the McManus Art Gallery saw a 31 per cent increase.

The statistics come from the Moffat Centre for Travel and Tourism at the



■ V&A Dundee attracted more than 340,000 visitors in the first three months after opening last year

Glasgow Caledonian University, which has analysed the performance of 680 tourist sites around Scotland.

"There is no doubt visitors are seeing more of the country and the benefits of tourism are being spread across Scotland," said Professor John Lennon, director of the Moffat Centre.

[More: http://lei.sr/Z7T9H_0](http://lei.sr/Z7T9H_0)

Attractions news

EXPANSION

Harry Potter studio tour opens Gringotts expansion



There are hidden gems everywhere and secrets to find

John Richardson

Warner Bros' Harry Potter studio tour outside London, UK has opened its biggest expansion to date, with the launch of the iconic Gringotts Wizarding Bank..

The 16,500sq ft expansion has been designed and built by many of the original crew members who worked on the hugely successful magical film series – including Oscar and BAFTA-winning production designer Stuart Craig, construction manager Paul Hayes and head propmaker Pierre Bohanna.

The Gringotts bank – run by goblins – features heavily in the Harry Potter



■ The Gringotts bank – run by goblins – features heavily in the Harry Potter universe

universe, especially on film. The permanent attraction will allow visitors to walk through the bank, the Lestrange vault, a gallery of goblins and more.

"There are hidden gems everywhere and secrets to find," said special effects supervisor John Richardson – one of the crew to have worked on the attraction.

[More: http://lei.sr/C7R7M_0](http://lei.sr/C7R7M_0)

NEW OPENING

Neuron Pod science and learning centre opens in London

A new children's science and learning centre building has opened in London's East End, having been uniquely designed by famed late architect Will Alsop to replicate a nerve cell.

One of Alsop's last creations before his death last year, Neuron Pod, which is based at the Centre of the Cell institute at Queen Mary University of London, is a 75ft-long, 32ft-high, three-legged steel structure that will act as a second building for Centre of the Cell.

Aimed at children, Neuron Pod will host science workshops and



■ The Neuron Pod attraction is aimed at young visitors



The attraction was designed by famed late architect Will Alsop

events, including special events for visiting schools, and aims to increase the number of visitors to the centre of the Cell.

"Amazingly it looks just like the plans, especially at night when its lights are all on. It's what we hoped and dreamed about," said Fran Balkwill, director of Centre of the Cell.

"It's iconic, controversial, fun and extremely practical. It's about raising aspirations."

[More: http://lei.sr/9a7r9_0](http://lei.sr/9a7r9_0)

M&D Leisure fined over coaster derailment

M&D Leisure – the owner of M&D's theme park in Motherwell, Scotland – has been fined over an incident that saw one of its roller coasters derailed, injuring 11 people.

The incident, which occurred in June 2016, caused nine children and two adults to be hospitalised and happened on the park's Tsunami ride.

Five carriages on the Pinfari-manufactured ride came off their tracks, plunging roughly 20ft (6m) to the ground and hitting the top of a child's car ride.

[More: http://lei.sr/6v2p8_0](http://lei.sr/6v2p8_0)



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MAKING BOWLING AMAZING

Sport harnessed to fight knife crime

The government has announced plans to use the power of sport in the battle against the ongoing "epidemic" of knife crime



■ The initiative looks to encourage young people to choose 'positive activities'

The government will look to use sport as a way to support and engage young people in "serious violence hot spots".

Jeremy Wright, secretary of state for culture, media and sport, made the pledge yesterday during a round-table with a number of sports bodies, charities and creative organisations, held as part of the Prime Minister's Serious Youth Violence Summit to tackle knife crime.

"Sport has the power to reach and connect people of all ages and backgrounds," Wright said.

"We want to harness that power to encourage young people to choose positive activities that build confidence and key skills, rather than turn to crime and violence. Sports bodies already do excellent work in the community and we will work with the sector to expand sporting opportunities in youth crime hot spots to reach as many young people as possible."

SETTING EXAMPLES

One of the organisations attending the summit was football's English Premier League, which made a commitment to work in partnership with the government to expand one of its flagship community programmes, Premier League Kicks. Currently

Now is a crucial time to ask what part sport and physical activity can play in tackling violence



■ The government will partner with a number of sports organisations

“ Sport builds a sense of community and social trust and provides people with new skills that can drive change ”

reaching 75,000 participants a year, the programme uses football to inspire young people to develop their potential and build stronger, safer communities.

Sport England, which invests more than £10m in projects that use sport to support crime reduction, has also pledged to increase investment in sport and physical activity for children in hot spot areas. This will include increasing the number of sports ‘satellite’ clubs, which are held after school and at weekends for 14 to 19-year-olds and aim to bridge the gap between school, college and community sport.

A total of 10,000 satellite clubs have been established in England, helping over half a million young people to get active.

Bill Bush, Premier League executive director, said: “The Premier League and our clubs recognise that young people today face huge pressures in their lives. Our education and social inclusion programmes engage thousands of

youngsters every week in areas of high need. Working in partnership with a range of government and third-sector organisations we are determined to use our popularity and reach to strengthen local communities.

“This includes working with young people and supporting them in understanding how to deal with the very real dangers of gangs and knives.”

Nick Pontefract, Sport England chief operating officer, added: “Sport and physical activity is a powerful and positive force for good in society.

“Sport builds a sense of community and social trust, provides role models, and new skills that can drive meaningful change. Yet we’ve only scratched the surface of its potential as a tool to engage young people at risk of being involved in knife crime. Now is a crucial time to ask what part sport and physical activity can play in tackling violence.” ●



■ Members of knife crime victims have presented a number of petitions to the government, demanding more action to prevent deaths



Attractions that have invested in their buildings and presented globally significant exhibitions have been successful

Bernard Donoghue, ALVA



Visitor boom for UK attractions

Official figures show that visitor attractions in the UK saw visitor numbers rise by almost 9 per cent during 2018



■ The British Museum in London is still among the most visited cultural attractions in the UK

Visitor numbers to UK attractions grew by 8.7 per cent in 2018, according to the latest figures from the Association of Leading Visitor Attractions (ALVA).

The body, which represents the UK's most iconic attractions, surveyed its 57 members – who manage more than 2,200 sites – finding that London's Tate Modern gallery was the most visited attraction, Scotland was the best performing region outside London and Chester Zoo was the most visited site outside of the capital.

INCREASING ATTENDANCES

The Tate Modern welcomed 5.9 million visitors in 2018, an increase of 3.7 per cent on 2017, which ALVA put down to its new extension and two exhibits in particular – The EY Exhibition: Picasso 1932 - Love, Fame, Tragedy and Modigliani. 67.6 million



■ The iconic terracotta warriors exhibition helped Liverpool's World Museum increasing visitor numbers by 111 per cent

“ Tourism is our fifth biggest industry and visitor attractions are a principal reason for overseas visits to the UK ”

people – almost the same number as the UK population – visited some form of attraction in London alone – a 3.4 per cent increase on 2017 – and all of the top 10 most visited were in the capital.

Other big performers in the capital's top 10 clean sweep were the British Museum, the National Gallery, the Natural History Museum, the Southbank Centre and the Royal Academy.

Meanwhile, the next best performers were in Scotland – the National Museum of Scotland was 11th with 2.2 million visitors, an increase of 3 per cent, while Edinburgh Castle had a 2 per cent increase with 2.1 million visitors.

Liverpool's World Museum saw a huge increase in 2018, moving up 30 places to 23rd overall with a 111 per cent increase to 1.4 million visitors. ALVA pointed to the China's First Emperor and the Terracotta Warriors exhibition, which accounted

for more than 610,000 of those visits.

Birmingham Museum and Art Gallery also made huge gains with 831,548 visits, a 38 per cent improvement on 2017. The iconic replica diplodocus skeleton that used to stand in London's Natural History Museum came to the city between May and September, which ALVA pointed to as a driving factor behind the increase.

GROWING SECTOR

"Attractions across the UK have shown that by investing in their buildings and staff, presenting globally significant exhibitions, and bringing iconic artefacts to more people they have become hugely successful," said Bernard Donoghue, director of ALVA.

"Tourism is our fifth biggest industry and third largest employer and ALVA members are proud to be the principal reason that overseas visitors cite when choosing to visit the UK." ●



■ The Tate Modern attracted 5.9 million visitors in 2018 – a 3.7 per cent increase on 2017



Having all three formats on the same platform provides an unprecedented opportunity to build excitement around this great sport

Jon Dutton, CEO,
Rugby League World Cup



Legacy Games

Jon Dutton, CEO of Rugby League World Cup 2021, says the event will be the "best in history" and that it will provide the sport with a lasting legacy



■ Jon Dutton (left) with Sport England property director, Charles Johnston at the launch of the RLWC2021 Facilities Programme

The legacy of the Rugby League World Cup – to be held in England in 2021 – will stretch far beyond the immediate horizons of the game itself, incorporating public health, cultural projects and international development programmes.

This was the message from Jon Dutton, chief executive of the event, speaking to *Sports Management* at the end of 2018, in an interview that preceded the announcement of the 21 venues that will stage the tournament.

That announcement came in January 2019, revealing that a number of Premier League stadia in the north of England will stage matches, as will a single London venue, the Emirates Stadium, as reported in *Leisure Opportunities*.

This represents a major upgrade on the spectator capacity of the previous

■ The event looks to inspire young people to pick up the sport



Our aim is to transcend the sport and act as a springboard, not only for rugby but also for the wider social benefit

Rugby League World Cup held in England in 2013, and will help organisers to attain their target of increasing the in-stadium audience by about 50 per cent on the 2013 figure of 458,000 spectators.

Major changes to the tournament include increasing the number of teams from 14 to 16, while also staging the women's and the wheelchair tournaments at the same time and at many of the same venues as the men's competition.

"Having all three formats being played out on the same platform provides an unprecedented opportunity for us to build excitement around this great sport," said Dutton, who was operations director for the 2013 event.

Government funding of £25m has been awarded to the 2021 tournament, of which £10m will be used to improve the facility infrastructure of the game in England. Indeed, creating this kind of legacy was

a big reason why the Rugby League World Cup was awarded to England.

Dutton said the legacy programme that has been developed is far-reaching and will engage with people in different ways. He commented: "Our aim is to transcend the sport and act as a springboard, not only for rugby but also for the wider social benefit. The legacy plans can be divided into three strands. The first, 'Empowered by', is about sourcing our volunteer workforce from local communities during the tournament – and retaining them in the sport after the event.

"The second is 'InspirationALL' – our engagement programme – which ranges from public health initiatives and cultural projects (such as dance and singing) to international development programmes.

"The third one is 'Created By', which is all about improving and creating new facilities for the sport." ●



■ The event will have three separate legacy strands, covering new facilities, international development and creating a volunteer workforce

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Chris Barnard



Gurpreet Lidder

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



More people
More active
More often

Chief Executive Officer

Location: London

Salary: Minimum £100,000 base salary, subject to experience, plus benefits

ukactive is a not-for-profit body comprised of members and partners from across the UK physical activity sector. Our focus is a long-standing and uncompromising vision to get more people, more active, more often.

This is an exciting opportunity to join and lead an organisation with a track record of success, with exciting plans to continue to enhance its mission.

You will work with a broad range of key stakeholders, from members and partners across the sector to the wider business community and government, ensuring a powerful voice to shape and implement change.

The successful candidate should possess a passion for influencing positive change; building influential relationships; strategic thinking; commercial acumen and outstanding leadership abilities, ensuring a committed team is empowered to deliver our strategic objectives. You should be able to demonstrate a track record of operating in a senior general management leadership role and experience of the sector is desirable.

ukactive is committed to equal opportunities and welcomes all applications.

If you believe you meet the requirements of the role, then please apply by sending your cv to recruitment@coachopolis.co.uk quoting reference number uka0002.

PLEASE NOTE THE CLOSING DATE FOR APPLICATIONS IS TUESDAY 30th APRIL 2019.

Apply now: <http://lei.sr/O6T0t>



AREA SALES MANAGER X 2

- LOCATION: NORTH WEST / SOUTH, UK
- COMPETITIVE SALARY

We are looking for two Area Sales Manager for the areas North West and South to support our team in the UK. You want to contribute to our mission "We make the gym work for everyone!" and help us to establish eGym as number one fitness solution in the UK? Then join our team and help us to push the eGym success story to the next level!

Your daily workout:

- You are spearheading the sales of our innovative technological solutions in your area (North West or South) in the UK.
- You act as a business and tech consultant to analyze and understand your client's business challenges in detail.
- You promote and give demos of eGym's solutions in the assigned sales territory and generate new business opportunities through, e.g. cold calling and visits, and convert them into sales in a highly professional manner.
- You create and present business cases, offer and concepts for a wide range of clients.
- You organize and execute regional sales events with the support of our marketing team.
- You are responsible for regular sales reporting (using Salesforce) directly to our Country Director.

Your fitness level:

- You are a highly motivated and result driven person looking to shape the future of the fitness and health industry – you are a self-starter with the ability to create and grow your customer network.
- You have at least 3 years of experience in solution selling (B2B) and consultancy preferably with a technological background, including a successful track record in selling solutions & consultant services.
- You were working in a commercial or financial role or as a manager of sport, fitness or health centre before and have a deep understanding of economics and business model design.
- You are highly structured in your daily work and bring first experience in Salesforce or other CRM tools.
- You are passionate about digitalization and bring very good communication skills.

Your training equipment:

- Join our successful team of the innovation leader in the fitness and health industry and be part of a fast-growing, and solid-financed German technology company aiming to lead the digital transformation within its industry.
- Develop your skills with varied, challenging tasks and regular feedback to benefit from a steep learning curve.
- Be part of a modern company culture where talent and passion is welcome, heard and part of the decision making process.
- Enjoy an attractive company package including home office, company car, laptop and mobile phone.

Your Personal Trainer:

We want to change the fitness and healthcare industry and make sure that fitness training works for everyone. We design and develop electronic strength machines and apps that are connected to the eGym Cloud and thus connect the training area digitally.

Our flexx devices complement the training experience through muscle length growth and promote the mobility of our users. Our apps help trainers and members reach their goals more effectively, provide digital access to training plans and success. The new open-platform approach eGym ONE generates interfaces to more and more third-party providers (such as Fitbit or Runkeeper).

Apply now: <http://lei.sr/d4Q4d>

Are you an enthusiastic sales professional within the fitness industry or a graduate with a degree in fitness or sports science/management and looking to develop your earning potential?



Want a position that comes with excellent scope for career progression?

A fantastic opportunity has arisen for a Business Development Executive to join ClubWise, a leading provider of business services to the health and fitness industry.

BUSINESS DEVELOPMENT EXECUTIVE: CLUBWISE SOFTWARE LIMITED

Location: Princes Risborough, UK

Salary: c£25,000 OTE £32,000 uncapped

About the role:

As a Business Development Executive, you will be responsible for selling our cloud based business solution to Independent health and fitness clubs across the UK. Developing and maintaining excellent working relationships, you'll focus on winning new business and maximizing existing customer revenue, through the upsell of our new integrated services including our Member Rewards, Body Composition and Group Heart Rate products.

Your duties will include:

- Achievement of the company set targets
- Qualifying and generating interest through a pro-active outreach
- Providing product demonstrations and quotations
- Following up with customers and prospects by telephone and email to a successful close

About you:

Confident and hungry for success, to be considered for this role, you'll have the following skills and experience:

- Excellent listening, communication and probing skills to identify requirements and levers
- A target driven approach with a positive mental attitude
- A professional and articulate telephone manner and presentation skills
- Be able to work as part of a small team
- Business acumen
- Good organizational skills
- IT skills

Apply now: <http://lei.sr/z0i6u>



Sales Lead

Location: Wandsworth, London, UK
Competitive Salary plus commission

Enable Leisure & Culture are looking for a dynamic Sales Lead to drive lead generation, prospect appointments and tours and sales in our gyms. You will be enthusiastic, outgoing, engaging with a passion for delivering an excellent member experience. We are looking for someone with sales and fitness related experience, and welcome applications from those who have transferrable skills.

You will be comfortable in working with results-based commission targets. You will be able to adopt a commercial approach to developing leads and driving sales in all 4 centres, continually looking at new ways to generate leads, sales and profit.

This is a fantastic new opportunity to take a leading role in driving the fitness performance for 4 clubs within the borough of Wandsworth.

Benefits

There are a host of perks for working at Enable Leisure & Culture:

- Commission + basic salary based on performance
- Dedicated line manager to support and develop you
- Complimentary gym membership at all 4 sites
- Great career progression and training and development pathways
- 25 days holiday per year
- Free employee assistance programme
- Workplace pension scheme
- Free access to Enable Leisure & Culture employee wellbeing programme including free staff yoga sessions, art classes and more
- Access to our cycle to work scheme, Save 25-39% on a new bike for work

Please read the Job Description and Person Specification, then please apply by attaching your CV and covering letter below through the 'apply now' link below. Please ensure your cover letter details why you feel you have the skills, abilities, knowledge and experience to be successful in the role by answering each point of the person specification.

DEADLINE FOR APPLICATIONS - Sunday 21st April 2019

Apply now: <http://lei.sr/i5E6t>

hollywood bowl



GENERAL MANAGERS

Outer and North London, UK

Salary: £37,000 - £42,000 per annum Plus Market-Leading Bonus

Ever fancied joining a rapidly growing Market-Leading business, offering a fun, vibrant working culture, with optimum opportunities for personal development, along with highly lucrative incentives?

..Then you've come to the right place!

We're currently seeking out talent for our Outer London and North London centres. If you're a team-centric, hands-on General Manager, with a firm focus on both the customers and the commercials, and a talent for maximising multiple revenue streams; we want to hear from you!

With 60 centres across the UK, built on the market-leading Hollywood Bowl and AMF brands, and exciting expansion plans ahead; there's never been a better time to join us!

As a Hollywood Bowl General Manager:

- **Be the complete Business Manager.** You'll enjoy the freedom to make a real impact across sales and marketing for all 4 revenue streams, driving the optimum financial and commercial performance of your business, in the ever changing leisure sector!
- **Be the Customer Service Champion.** Lead, motivate and inspire your team to deliver service that delights our customers and keeps them coming back for more!
- **Be the Leader and People Developer.** Recruit, develop and motivate the most energetic and engaging team members. Give them the knowledge and skills to drive business performance. Support and coach them, through monthly reviews and behavioural goals.
- **Be Commercial.** Bring the sharp financial insight to manage a successful P&L and drive the outperformance of your centre on a consistent basis.
- **Make it Playful.** We love fun, 'feel-good' people who are enterprising and full of fresh ideas - individuals with the infectious enthusiasm that makes everyone feel welcome!
- **Be a Dynamic Operator.** This is the place for your ideas - a place where you can develop business plans for your centre, work against your own personal, agreed objectives (as well as set KPI's) - and measure the effectiveness of all expenditure to ensure a maximum return on your investment. Be Rewarded.

Along with a highly competitive salary and every opportunity to progress, you can expect:

- A Market-Leading Bonus Scheme - Earn up to 25% of base pay as well as an annual uncapped out-performance bonus
- Healthcare Cash Plan
- Long-Term Investment Plan
- Free Bowling!
- Team Member Discount Card - 30% off Food & Drink! (Plus further reductions whilst on shift!)
- 28 days' holiday
- We also offer a Senior Leadership Development Programme for General Managers looking to progress their career

What's next?

We're hosting a Recruitment Event near you, where you can expect:

- An interactive Presentation delivered by our Regional Support Manager, discussing future plans for Hollywood Bowl, career opportunities, and 101 reasons to join the business!
- A Centre Tour, hosted by an experienced General Manager, who will give you a realistic overview of 'a day in the life of'.
- A short one-to-one interview.
- And of course, there will be free bowling and a bite to eat!

We don't want you to miss out on this great opportunity to become part of our team - apply today to receive your invitation to an event near you!



APPLY NOW

[HTTP://LEI.SR/P3R5G](http://lei.sr/p3r5g)

Assistant Sports and Leisure Manager

Mill Rythe Holiday Village, Hayling Island

The Away Resorts portfolio includes a selection of stunning UK holiday parks offering fabulous relaxing breaks for all the family.

What we need in a nutshell

We are looking for someone who is a strong leader and can champion our brand and our unique workplace culture.

You will be a role model to your team, someone they can look up to and have the ability to inspire them. You will have bags of energy and be fun to be around. You will have an eye for detail and this will be visible in the Leisure Department under your leadership. You will have the ability to communicate effectively in an emergency and keep calm.

You will be pro-active in your approach to your work, always thinking ahead, and thinking of new ways to do things.

The nitty-gritty of what you'll be doing

You will be supporting the Leisure Manager leading a small team to deliver to our guests the very best leisure experience.

Our leisure department consists of an indoor pool, an outdoor pool, high ropes, climbing, abseiling and also a range of activities.

You will be responsible for ensuring the department has safety at the forefront of its mind at all times, making sure we follow the health and safety and pool safety policies at all times.

You will be responsible for planning activities to ensure we execute them to the highest standards at all times. You will lead, guide and coach a small team to ensure they are able to develop under the leadership of you and the Leisure Manager.

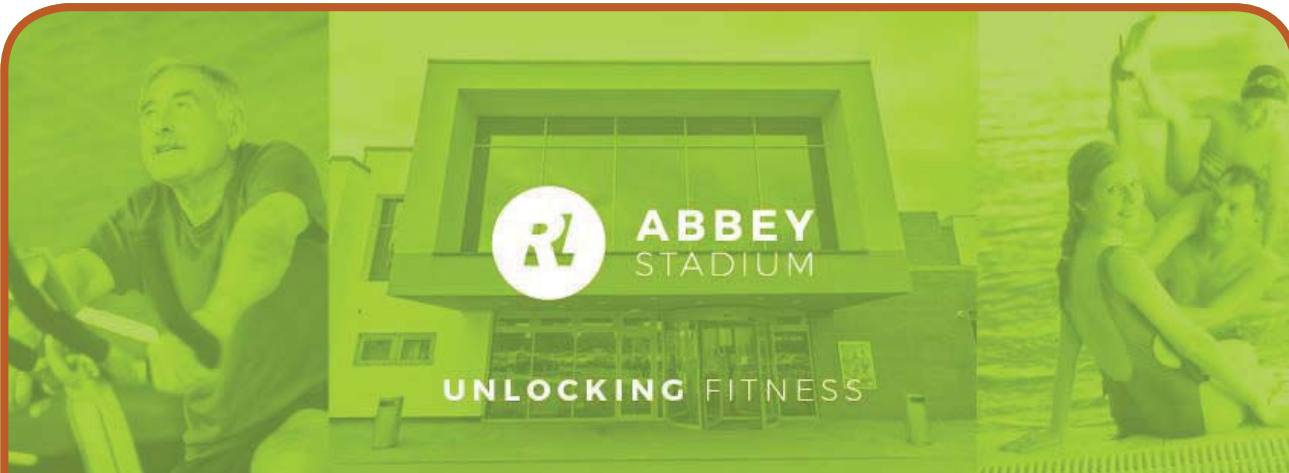
One more thing...holidays happen at holiday times, so you will need to work your magic on bank holidays too.

Skills, experience and qualities you'll need

- A valid NPLQ (National Pool Lifeguard Qualification) – although we can provide training, you will need to pass our swimming tests first.
- Fantastic interpersonal skills – you'll need to be assertive as well as friendly.
- To be naturally vigilant and helpful – guests come first, so you need to be alert to their needs as well as their safety.
- 1 years experience at a supervisory level in a similar role.
- If your application is successful, you'll have to apply for an Enhanced DBS. We need to be happy that this, together with other information we may request, is all in order before you can join the team.

*Away
Resorts*

For more information and to apply: <http://lei.sr/h8L8o>



DUTY OFFICER

Location: Abbey Stadium Sports Centre, Redditch

Salary: £20,541 - £23,866 per annum, (pro rata if part time)
37 hrs per week on a 3 week rotating rota to include evenings and weekends

Rubicon Leisure is currently seeking high calibre positive, supportive, inclusive and progressive individuals to work as part of our new team. We would like to hear from you if you:

- Possess a National Pool Lifeguard (NPLQ), Pool Plant operator's (PPO) and Full First Aid at Work Qualification (FAW)
- Have experience in a supervisory role at a busy wet and dry leisure centre
- Are able to lead and motivate front line teams and create an environment where colleagues can achieve their full potential
- Has a strong work ethic
- Are focused on delivering excellent customer service standards
- Have excellent verbal, written and IT communication skills
- Are able to support us to drive income generation across all areas of the business
- Create an environment where colleagues can achieve their full potential

This position will involve evening and weekend work, including public bank holidays.

All Rubicon Leisure employees benefit from, admission into our company pension scheme, competitive holiday entitlement (including additional leave for bank holidays), overtime payments when available.

Rubicon Leisure operates an equal opportunities policy and applicants are positively encouraged irrespective of sex, marital status, age, sexual orientation, disability, race or religion.

Working in Partnership with Redditch and Bromsgrove Councils

Apply now - <http://lei.sr/p0v2G>





General Manager



Trafford, UK | Competitive Salary + Benefits | Closing date: 9th May 2019

Thank you so much for your interest in the role of **General Manager** with Trafford Leisure. It is an incredibly exciting time to join the company, as leisure in Trafford is truly transforming. There is large scale investment, upwards of £60 million; coming into the portfolio of centres ran by Trafford Leisure over the next five years.

Our strategy will see our customer put firmly at the heart of every business decision. This much needed investment aims to secure modern fit-for-purpose facilities that ensure greater uptake and spend per visit, to enable Trafford Leisure to be viable and profitable whilst delivering community benefit in the long term.

The investment is part of a borough wide strategy by Trafford Council and will see levels of physical activity increase to help secure the improved health and wellbeing outcomes for our local Trafford people.

Our first phase of investment starts with Urmston. A planning application for the significant refurbishment of Urmston Leisure has been approved and work will start in Spring 2019 with completion in early 2020.

Further investment is then planned for two new leisure centres in Altrincham and Stretford. The latter being designed for the local community first and then to accommodate a whole new student market generated from the inception of a brand new specialist university campus on the adjacent site. UA92 will present an exciting opportunity for Trafford Leisure to grow the business with an influx of circa 6,000 students in the local community over time. Development options are still being considered for Sale which would then complete the transformation of the four main centres.

So as you can see, exciting times ahead!

We have a fantastic opportunity for an innovative, experienced Leader to join our team.

You will have a real flare for motivating a team to hit challenging targets and adhere to meticulous standards.

A bold, creative, strategic thinker, your positive 'can-do' approach serves as a real inspiration to everyone around you.

This role is varied from confidently managing a budget to recruiting, developing and retaining the key members of your team. You are passionate about the customer experience, exceeding expectations in all areas.

Bringing your current knowledge of Leisure and lifestyles along with a proven track record of operating multi-purpose facilities you will develop and create stronger links with our community partners and demonstrate the behaviours consistent with a successful leader.

You would be rewarded with a competitive salary, great benefits package including healthcare, career progression and continuous professional development.

Sounds interesting right?

If this sounds like it could be your next move then please send your up to date CV together with a covering letter outlining why you would be the perfect fit for Trafford Leisure and outlining your salary expectation by clicking on the apply link below, we would love to hear from you!

We look forward to receiving your application.

Trafford Leisure is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be based on merit.

For more information and to apply: <http://lei.sr/q7g4A>

SWIMMING INSTRUCTORS



**Currently recruiting
for venues in:**

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

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

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

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

Instructor benefits

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

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

The essential ingredients

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

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

Interested?

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

Leisure Contract & Project Manager



Location: Leyland, Lancashire, UK

Salary: Up to £36,876

Situated in the heart of the North West, both the Council and the Borough are uniquely positioned to maximise the economic growth and regeneration opportunities provided by the £430m Preston, South Ribble & Lancashire City Deal.

This opportunity will also assist with the long term benefits of the Councils community Health and Wellbeing infrastructure investment agenda. As a Council we see the Health and Well-being of our residents as top priority in everything we do which means our Leisure services are crucial for us going forward. We are moving at pace under a transformative Chief Executive and ambitious Elected Members to become an organisation focused on customer need and outcomes. We are striving towards embedding a culture where everyone understands their role in this new approach to doing business, driven by inspirational Leadership Team/

We are looking for a highly motivated individual who is as passionate about what sports and active lifestyles can achieve for people in South Ribble. You will lead on our Leisure Contract working closely with our Leisure operator partner and the local leisure Trust.

You will also lead on a number Leisure and Sports projects and be an integral part of the project team taking forward our proposals for replacing Leyland Leisure centre with a new Leisure and Health Wellbeing Campus

If you have fantastic people skills with lots of drive and enthusiasm coupled with some relevant experience we would love to hear from you. Whatever your professional background you will have a track record of change leadership and demonstrate a strong One Team approach and collaborative leadership style.

South Ribble is a great place to be. We consistently rank as one of the best places to live and work in the country taking into account ONS statistics on jobs, affordable housing, transport, culture and open spaces. With excellent schools and colleges, award-winning parks, a rich history, and friendly communities, the quality of life in South Ribble is exceptionally high. This appointment comes at a pivotal moment for the Council in our development. A chance to inject professional resources into our change programme.

For more information and details of how to apply, please click on 'apply now'.

Should you wish to speak in confidence about the role please contact Neil Anderson, Assistant Director Projects and Development on 01772 625540

Closing date for applications is 23 April 2019.

Final interviews will take place week commencing 6 May 2019

South Ribble Borough Council is committed to equality of opportunity and welcomes applications from all minority groups within the community.

▶ **Apply now - <http://lei.sr/t3U6R>**



WE ARE RECRUITING NATIONWIDE

EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



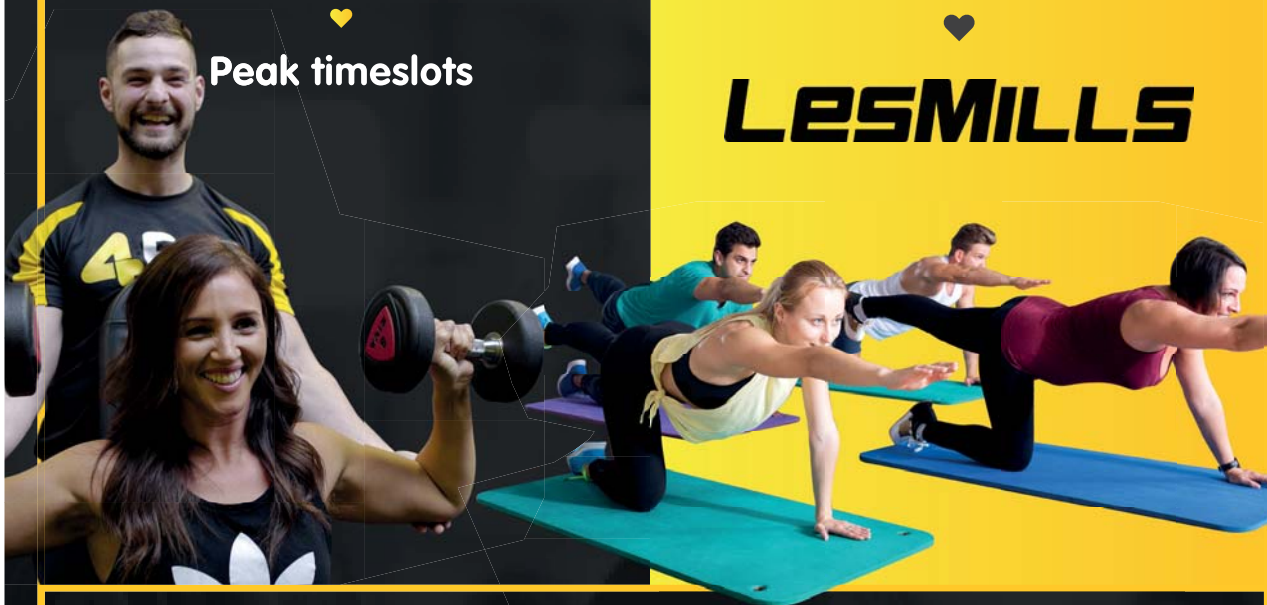
Back to back classes



£20 per hour



LES MILLS



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



NATIONWIDE **APPRENTICESHIPS** NOW AVAILABLE!

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

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

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

Why Everyone Active?

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

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

EVERYONE CAN EARN WHILE THEY LEARN



STRIP
WAX BAR

Therapist

LONDON

COMPETITIVE SALARY AND BENEFITS

Strip Wax Bar is a pioneer in hair removal industry, specialising in waxing and laser hair removal.

Established in 2005, Strip Wax Bar has grown to become one of the most respected beauty brands in luxury hair removal with a market leading presence. The company now boasts a customer base across 6 London boroughs with an international reach.

Strip Wax Bar offers excellent customer service and champions both new and renowned waxing and laser hair removal techniques, as well as stocks a broad range of beauty and lingerie brands online and in-stores.

We have an inclusive and supportive company culture, and believe in getting the right fit when it comes to people joining the company. We place a high value on people and believe we can offer a fun and friendly environment to work in, as well as a great place to learn and develop.

We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as well.

Strip Wax Bar is an equal opportunity employer and is determined to ensure that no applicant or team member receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.

Please mention Spa Opportunities when applying for this job.

Apply now: <http://lei.sr/g7J4T>



BVLGARI
HOTEL LONDON



Located in Knightsbridge on the edge of Hyde Park, The Bvlgari Hotel London is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrods department store.

We are recruiting!

We are currently recruiting for a variety of roles to join our award winning luxury Spa. Based over two floors, our Spa comprises numerous treatment rooms offering a variety of specialist products and services, a Spa suite and a 25m swimming pool and adjoining vitality pool. We offer a competitive salary and benefits package

Spa Sales and Reservationist

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Spa Attendant

In this role you will be responsible for meeting and greeting our guests and members whilst also making repeat and new bookings. You will be responsible for maximising the revenue of the Spa through effective scheduling, treatment room bookings and product sales.

Senior/Spa Therapists

Spa Therapists are responsible for delivering exceptional treatments to guests of the spa, in line with ESPA and Hotel brand standards, whilst maintaining the excellent five-star client care, cleaning standards and grooming. Responsible for revenue generation through retail, up-selling and cross sales to other business centres in the spa.

Did we mention the fabulous benefits we offer too? See below for just some of them...

- Highly Competitive Salary
- Discount at selected Bvlgari retail outlets
- Life Assurance
- Private Dental Insurance
- Service Charge
- My Bvlgari Rewards Discount Scheme
- Private Health Insurance
- Group Personal Pension Plan

All our colleagues demonstrate our core values in the service they deliver... Radiance, Grace, Authenticity, Pure Presence, Integrity and Tradition of Excellence... is this you? If you think it is and you would like to join our team please send your CV and letter of application below.

We look forward to hearing from you!

For more information and to apply: <http://lei.sr/P4t8r>



Area Sales Executive (South East)

SALARY: BASIC + COMMISSION, OTE £29,000 - £34,000

LOCATION: IDEALLY BERKS, BUCKS, BEDS, HANTS, HERTS, OXON, SURREY, ESSEX, SUSSEX OR KENT

We are a fast-growing fitness company is looking for an Area Sales Executive to join our team to help cover the South East of England.

Creators of FloatFit - workouts on water using the AquaBase, the original floating exercise mat. We offer the complete solution - equipment, instructor training, class content and ongoing support internationally with classes running from Scotland to Australia.

We are a small team working with regional providers and national chains including Parkwood Leisure, Places for People and Everyone Active. We work at a fast pace and offer excellent benefits and rewards for hard work and commitment.

This is a fantastic field-based opportunity for a talented sales professional to work hard and grow with the business. You will be covering the South East of England (including London).

For more information and to apply now: <http://lei.sr/j5m2a>