

News in brief

Staccato reports from the cultural typeface

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Precor to support budget gym debate

Equipment suppliers Precor have underlined their support for the burgeoning budget gym sector by agreeing to partner The Leisure Review in delivering the latest of the magazine's round table debates. The debate will be held in Manchester just before Christmas and will bring together industry heavyweights from all shades of opinion, with The Leisure Review both 'holding the ring' on the day and ensuring the debate is fully recorded and recounted. Precor's Miles Rimell explained their involvement: "We identified from the outset how impactful and important the budget sector would be for our industry. As well as being a key supplier to budget clubs and chains, with recent installations for a number of clubs being testament to the fact that they are choosing to install quality equipment, we have also invested heavily in research. This round table event is a fantastic opportunity both to debate the future of the sector and also shape that future. The Leisure Review is an influential voice within the industry and we are pleased to be working with them to provide a service to the thought leaders who read the magazine and beyond."

Tug boat company to boost community sport

Merseyside Sports Partnership have announced a partnership with a global leader in the world of towage, Svitzer UK. The company, whose tug boats help ships to berth safely in and out of the Mersey, has sponsored a range of sport equipment which will be used to offer sporting activities to parts of the local community that might not otherwise have had access. The kit, which can be used to play games and matches but can also be adapted for urban settings, restricted spaces and be used by people with mobility issues, has been supplied by Factory Eleven. Calum Donnelly from Merseyside Sports Partnership says: "It's thanks to the generosity of Svitzer and of Factory Eleven who produce these sports kits that we are able to bring them to the local communities across Merseyside."

Black and Backley say, "Jump"; you say, "How high?"

Playground equipment supplier Proludic have brought in two of the country's most famous Olympians to help launch their new concept of "social fitness" which aims "to harness modern technology and community play areas to create a lasting national legacy for next year's events in London". Roger Black and Steve Backley have been engaged for the next year as virtual coaches for people using the company's sport legacy zones where users can access their advice by "scanning QR codes" with their smartphones.

CAMRA say, "Come down the pub"

As this issue goes to "press send" CAMRA will be starting their



IN THE FAST LANE: LA fitness have launched what they are calling a "ground-breaking new partnership" with Community Swimming Ltd which will see LA fitness pools open to the local community as part of the aim of getting one million Britons swimming. The launch event saw five-time Olympic swimmer Mark Foster come together with Strictly Come Dancing judge and chanteuse Alesha Dixon who, it appears, is also the creative director for LA fitness.

2011 Cask Ale Week, during which they hope to encourage non-real ale drinkers to try real ale for the first time, encourage experienced real ale drinkers to go to real ale pubs throughout the week, encourage non-real ale pubs to stock real ale for the first time and encourage pubs to organise a number of real ale events to increase trial and improve their trade. Which is all very encouraging. Positive messages, exciting promotions and campaigns concealed as lash-ups: that's how to change a culture.

Chinese use water for more than torture

China's largest indoor-come-outdoor waterpark, the Bali Waterpark, has opened in the city of Fushun. Themed as a Balinese tropical paradise, the waterpark features world firsts such as the Flume-in-Flume Viper, a very large waterslide that allows one tube to race inside another tube with guests in both.

Decisions, decisions for OCL

In a month in which Oldham Community Leisure became the first corporate member of the Institute of Management for Sport and Physical Activity it has been announced that their chief executive Ian Kendall is to resign, citing the short-term nature of Oldham Council's commitment to the social enterprise he has headed up since 2003 as a factor in his decision.

Big bucks for Welsh coaching

Sport Wales have launched a six-year strategy which is the focal point of an additional £1 million worth of Assembly funding pledged towards coaching. The ambitious targets include doubling the percentage of the Welsh adult population involved in coaching and volunteering to 10%, ensuring that 100% of coaches who are trained become active and the aspiration that every person who delivers coaching will be qualified.

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