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SkillsActive



*****PRESS RELEASE*****

MIKE HALL MP VISITS BROOKVALE RECREATION CENTRE

Mike Hall MP for Weaver Vale today visited Brookvale Recreation Centre in Runcorn to view the excellent facilities on offer which are helping local people keep fit and healthy.

Mike also met some of the professional staff who help run the centre, including fitness instructors registered on the Register of Exercise Professionals (a SkillsActive company).

The visit was organised by SkillsActive, the Sector Skills Council for the Active Leisure and Learning Sector and the Fitness Industry Association (FIA), to promote the vital role the fitness industry plays in helping to achieve a healthier Britain.

Brookvale Recreation Centre has been run by DC Leisure Management on behalf of Halton Borough Council since 2003. Recent improvements to the centre, including the opening of a brand new gym, have had an extremely positive impact on the lives of many local people.

Mike Hall MP, who is also PPS to Secretary of State for Health John Reid, is convinced of the benefits of physical activity to public health. Mike said: "The way we live today means that opportunities for physical activity are not always close at hand which is why public health is a number one priority in every constituency across the UK. I am delighted to see that such good facilities exist locally in Runcorn which are run in such a user friendly and professional manner. It is also excellent to see staff training being taken seriously in the workplace and that the fitness industry has recognised the need to professionalise its workforce. Having staff with the right skills in the health and fitness sector is essential if we are to achieve our public health objectives."

Steve Philpott, Chief Executive of DC Leisure Management, said: "We are extremely pleased that Mike Hall MP found the time in his busy schedule to visit this centre.

The team at Brookvale work incredibly hard to develop new, exciting initiatives to keep our users motivated and teach them about the benefits of regular physical activity. We enjoyed showing Mike the positive role we play in the community and how our users benefit from using our facilities.”

Stephen Studd, SkillsActive Chief Executive, said: “Brookvale Leisure Centre, run by DC Leisure Management, is an excellent example of an employer which has fully grasped the importance of staff training. If we are to meet current public health challenges we need enough skilled professionals to run the services needed to keep people healthy. That is why SkillsActive is developing a Sector Skills Agreement between employers, Government and funding partners which will define the Sector’s skills needs and shape the workforce for the next ten years.”

Andrée Deane, FIA Communications Director said: “Brookvale Recreation Centre is just one of 1,600 FIA members. If you look at the impact all these facilities have on a national scale, it is easy to see the massive contribution health and fitness clubs make to the health of the nation. Brookvale is doing a tremendous job in encouraging the local community to get active, and the visit by Mike Hall MP gave them the opportunity to demonstrate this.”

-ENDS-

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NOTES TO EDITORS

1. SkillsActive is the Sector Skills Council (SSC) for Sport and Recreation, Health and Fitness, Playwork, The Outdoors and the Caravan industries.
2. All the fitness instructors at Brookvale Recreation Centre are registered on the REPs (the Register of Exercise Professionals, a SkillsActive company).
3. SkillsActive’s mission statement is: “To ensure best quality, best business and best value within the Sector to achieve its economic and social potential.”
4. SSCs are employer-led organisations that aim to tackle the skills and productivity needs of their sector throughout the UK. SSCs provide employers with the opportunity to provide leadership to meet their sector’s skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK.
5. For more information about SkillsActive, please visit our website @ www.skillsactive.com
6. SkillsActive is currently developing a Sector Skills Agreement for the Active Leisure and Learning Sector which will define the Sector’s skills needs and

ultimately form an agreement between employers, Government and funding partners to shape the workforce for the next ten years.

7. The Fitness Industry Association is the trade body for the health and fitness sector representing over 1,600 health and fitness clubs and leisure centres nation-wide (www.fia.org.uk).
8. All FIA members have to comply with a Code of Practice, which covers health and safety, staff training and customer care. In an FIA Code of Practice compliant club, you can ensure that your interests are of paramount importance.
9. Steve Philpott is Chief Executive of DC Leisure Management, the biggest Local Authority leisure management company in the UK.
10. Steve Philpott is also a Founding Director of REPs and Chair of the SkillsActive Fitness Employers Group.
11. DC Leisure Management runs Brookvale Recreation Centre and has 120 sites in total across the UK.