



**motive8**  
health and fitness redefined

issue  
**06**

# insidetrack

the latest news from **motive8** health & fitness

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**Q3 2009**



## // Delivering the best Sports Day!

With the end of the summer term approaching, **motive8** was once again invited to organise the annual Kew Riverside Primary School Olympic Sports Day.

Working closely with the school, and in particular Sophie Worth, Kew Riverside's PLT, the **motive8** Schools Team, led by Lead Coach Mathew Lane, ran the day's sporting event for over 200 children.

Dividing the pupils into teams, named after countries to reflect the Olympic theme, the children moved between ten different activity stations, spending six minutes on each before moving onto the next.

After an extremely active and fun-filled day of events, the winning teams were Jamaica in first place, Australia in second place followed closely by China in third. All children who took part were presented with certificates, medals and **motive8** t-shirts.

The **motive8** coaching team would like to congratulate and thank all the children who took part in such a fantastic event. Here's to next year!

**motive8** will also be supporting the St Mary's and St Peter's Primary School Sports Day this July. If you would like details of our Sports Day package please contact the schools department on 0800 028 0198.

**“Everyone is saying it's the best one so far!  
All parents, staff and children have said how brilliant it was.  
Well done to the team!”**

Debbie Knight, School Business Manager, Kew Riverside Primary

## // School's club success

For the past two academic years, the **motive8** schools team has been supplying a variety of extra-curricular clubs to children of all ages at St Mary's & St Peter's Primary School in Teddington.

Following the success and popularity of the first club, a number of additional clubs have been introduced, including cricket, tennis, netball and gymnastics.

By maintaining a close working relationship with the school via regular liaison with both the school office and PLT, we have been able to provide a consistently high level of coaching staff to fit perfectly with the needs of the children. Coaches are frequently observed by management to ensure best possible delivery at all times.

Furthermore, by ensuring that the same coaches, wherever possible, deliver the same club each week, children become familiar with the staff thus feeling more relaxed and confident and getting more from the sessions. Coaches are also able to monitor children's ongoing progression, ensuring increased activity levels and maximum participation by all pupils.

**“motive8 provides outstanding gymnastics clubs.  
They are professional and creative and have helped  
the children develop a love for gym.”**

Rob Waiting, PE Coordinator, St. Mary's & St. Peter's

## // Schools department update

The **motive8** team has been working non-stop over the past two terms to undertake a full audit of our schools department, looking at all aspects of the business from staffing structure, recruitment, inductions and training to content of all policies and procedures, session plans and schemes of work.

Early results have shown the process to be a success, with marked improvements in the quality of our sessions, our relationships with schools as well as the uptake of our curricular courses and extra-curricular sports clubs.

Yet although vast improvements have already been made, our efforts don't stop there – this summer we are planning inductions and training for all 20 of our coaches as well as continuing to build on our relationships with surrounding schools and organisations including Richmond upon Thames College, St. Mary's University and other local clubs.



## // motive8 gets its third apprentice!

*Steven Charlick: our 2nd apprentice will soon be FA Level 2 qualified and aims to start university in September.*

Furthering our support of the Richmond College Apprenticeship Scheme over the past 24 months, we have recently confirmed that we will be taking on our third apprentice in September of this year.



Our key aim is to provide each apprentice with a well-rounded experience of the health & fitness industry, particularly in relation to schools and community coaching. Apprentices will also be offered access to other training courses during their time with **motive8**, as we encourage all our employees to complete a level 2 coaching qualification.

We hope that after their time with **motive8** the apprentices will not only be armed with increased confidence and a broadened skills base but that they will use their new experience to either remain working with **motive8** or move into their chosen career path within the industry.



## // motive8 supports college in bid to deliver diploma

**motive8** is currently awaiting response to the last stages of the bidding process to become a 'Champion Employer' for the new Diploma in Sports & Active Leisure, which Richmond upon Thames College in Twickenham hopes to deliver in the next academic year.



If the college's bid is successful, from September this year **motive8** will have the opportunity to enhance course content by supplying staff to deliver student workshops and provide ongoing work placements. This is an extremely exciting new project to be involved in and one which we hope will have long-term benefits for sports provision within the local community.

Universities, colleges and employers have all been involved in the development of the Diploma in Sport and Active Leisure in a bid to create what has the potential to become the 'flagship' qualification as part of the 14-19 education reforms for all 14-19 years olds wanting to enter the sport and active leisure sector in England.

## // Things you never knew about motive8

### GYM DESIGN

/ **motive8** has fitted in excess of 60 health and fitness facilities across the UK.

/ Projects include everything from bespoke home gyms and corporate facilities to large scale fully-staffed managed residential facilities.

/ **motive8** works as a consultant to many major architects, offering design and planning advice to ensure the most efficient use of space and layout of equipment.

/ **motive8** currently holds 65 maintenance contracts, providing quarterly servicing of equipment to correct faults and ensure longevity of equipment.

/ **motive8** has its very own state-of-the-art studio in West London, showcasing all the latest equipment and offering a first-class workout environment for clients.

### TRAINING

/ **motive8** delivers over 200 induction sessions per month to residents, ensuring they are well-educated on the equipment and can achieve maximum benefit from their facility.

/ **motive8** conducts over 550 personal training sessions each month, with a large, experienced team of trainers offering a complete lifestyle solution.

/ In addition to our qualified personal training staff, we also have a number of Sports Therapists and Rehabilitation professionals who treat all kinds of sports-related injuries and problems.

/ **motive8**'s revolutionary e-training programme offers web/email-based personal training providing a highly effective yet low-cost alternative to traditional personal training sessions. Over 250 residents have already signed up.

### SCHOOLS

/ The **motive8** schools team delivers over 50 curricular and extra-curricular primary school sports sessions per week.

/ The CRB-checked, level 2 qualified coaches not only maximise children's activity during sessions but encourage them to have a positive experience of and lifelong participation in sport.

/ **motive8** is the official partner of the Richmond Schools Sports Partnership, working together to deliver physical education and awards programmes to every primary school across the borough.

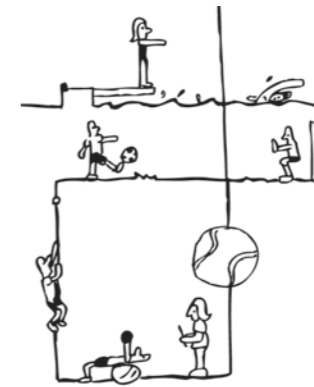
/ The **motive8** schools coaching team has delivered Young Sports Leaders courses to over 300 local primary school children.

## // School fitness suites boost muscle and brain power!

Our history and expertise in the fitness industry has always focused on educating clients on the importance of leading a healthy lifestyle; we want clients to develop habits that will stay with them throughout life, not just during a training session. At **motive8** we're keen to implement these healthy habits at as early an age as possible, focusing on key areas of children's fitness as opposed to just teaching sport.

Our inspiration is led by findings from a book called 'Spark' by John J. Ratey, where, via extensive studies, children showed improved behaviour, cross-curricular learning and increased learning capacity following the implementation of structured fitness programmes as standard throughout an entire district in America.

The Building Schools for the Future programme (BSF) is an exciting and innovative development plan and provides what we feel is the ideal platform for developing this type of approach



to fitness and learning. By implementing state-of-the-art fitness suites in schools, we hope to create a revolutionary learning environment for all children.

John J. Ratey says: "The underlying philosophy is that if physical education classes can be used to instruct kids how to monitor and maintain their own fitness, then the lessons they learn will serve them for life...its effects have shown up in some unexpected places – namely, the classroom."

In addition to the direct installation of equipment in schools, we always endeavour to educate all end users (be it children, teachers or parents) on how to gain maximum benefit from their equipment, whether from a health and safety or a fitness and lifestyle perspective.

## // motive8 awarded SAFEcontractor status

In April of this year, **motive8** was awarded its Accreditation Certificate by SAFEcontractor, a programme which recognises very high standards of health and safety practice amongst UK businesses.

Under the SAFEcontractor scheme, businesses undergo a vetting process, which examines health and safety procedures as well as their track record for safe practice. As one of the companies meeting these high standards, **motive8** is now included in a database which provides potential customers with the peace of mind that we only work to the highest possible standards in our fields of gym design and installation, maintenance and management.



[www.safecontractor.com](http://www.safecontractor.com)

“As a company we are dedicated to providing safe environments for all our employees, the companies we provide a service to and of course for the end-users of the facilities that we install, service and maintain.”

Richard Moon, **motive8** Facilities Manager



## // A spectrum of home gym packages

Despite the misconceptions that only the rich and famous are privileged enough to own a home gym, **motive8** can offer a selection of different home gym packages to suit all budgets and requirements.

Through contacts in the industry, our gym design team has access to a fantastic range of reconditioned, full or semi-commercial gym equipment that's recently come out of state-of-the-art residential fitness facilities. A fully-functional home gym can be installed from as little as £1,000, with **motive8** providing a 12-month warranty on all second hand equipment.

One of the biggest tips for saving money on a home gym is to exclude a treadmill from your equipment order. By opting to do your running outside instead, not only will you make savings on electricity but you actually get a better workout and burn more calories!

At the other end of the scale, a brand new, first class home gym will generally cost in the region of £6,000. Surprisingly, for many families, a return on investment can be seen in as little as three years (based on savings made from an average family gym membership costing approximately £150 per month).

Add to this the savings in petrol driving to and from the gym combined with the time-saving convenience of having it on your doorstep and it's easy to see why an increasing number of people are pursuing the home gym option.

Contact **motive8** on 0800 028 0198 to find out more.

## // Nutrition before, during and after pregnancy

Nutrition should always be a priority but when you're having a baby, it becomes even more important. Here, our Nutritional Therapist, Hilary Davies, gives advice on the most important nutritional tips for when you are pregnant, planning a pregnancy or breastfeeding.

**1/ Wholefoods** - all the food you eat during pregnancy should be wholefoods. Not processed foods that often contain unwanted fats, salt, sugars, additives and preservatives.

**2/ Variety** - a varied diet offers you a wider variety of all nutrients (vitamins, minerals, proteins, fats, fibres, carbohydrates and phytonutrients) which is so important to the developing baby as well as reducing the risk of allergy and intolerance to any single food.

**3/ Organic food** is a must during pregnancy and breast-feeding because, although there are only traces found in non-organic food, pesticide and herbicide residues accumulate over a lifetime

and the developing baby is most vulnerable.

**4/ Protein** is the most important building block! Eat a high quality protein food such as eggs, chicken, turkey, fish (not tuna), lamb at each meal, where possible, as well as brown rice and legumes which provide lower quality protein.

**5/ Regular meals & snacks** - do not skip meals! Snack on a combination of these healthy foods: a piece of fruit or some berries (organic), a natural yogurt, raw veg, sunflower seeds, walnuts, almonds or hummus on an oatcake.

**6/ Vitamins, minerals & fatty acids** - you need adequate levels of many nutrients, not just folic acid and iron. You also need all other B vitamins, vitamin D, vitamin C and the minerals calcium, magnesium, zinc, selenium, copper, manganese and potassium.

**7/ Water** is an important nutrient and essential for the nourishment that passes through the

placenta to the baby. Drink at least 8 to 12 cups daily and more if you are thirsty.

**8/ Avoid List** - mercury-containing fish, such as tuna, swordfish and king mackerel. Cigarettes, all alcohol and ideally all caffeine too. Trans-fatty acids. Refined sugars. Raw products such as sushi and other raw seafood, undercooked meat or poultry, beef tartar, pâtés, raw or unpasteurised milk or cheeses, raw eggs. Avoid liver more than once a month because of its very high source of Vitamin A. Avoid cod liver oil for the same reason. Avoid peanuts to minimise the risk of nut allergy.



[www.thenutritioncoach.co.uk](http://www.thenutritioncoach.co.uk)

## // Pre &amp; post natal training tips

**Q: What type of exercise is safe in pregnancy?**

A: Any exercise that you have been practising before pregnancy is safe to continue with the exception of contact sports. It is inadvisable to begin a new exercise without seeking professional advice first.

**Q: Do I have to stop exercising in the latter stages of pregnancy?**

A: It becomes a personal choice how you manage your exercise in pregnancy. There is no medical reason why you should stop but we would advise that you continue at a level that is comfortable for you. For example, if you were cycling before you fell pregnant, you may find the position uncomfortable as months progress so it may be easier to change to jogging or the

cross trainer in the gym is a great alternative. You may also naturally lower the intensity levels of exercise as your pregnancy progresses; just continue with what feels comfortable and right for you.

**Q: When is it safe to begin exercise after you've had a baby?**

A: You can begin, and it is advisable to begin with gentle core exercises such as pelvic floor routines and abdominal activation, immediately after giving birth and, as soon as you are able, walking and swimming at low intensities will pose no danger. It is advisable to wait until you see your doctor for the 6 week check before you start a full exercise regime again.

// m8 trainer profile  
// Alice Ward

**Age:** 23

**Born:** London

**Hobbies:** Any sporting activity, socialising.

“ **Training Motto:**  
**No pain, no gain!** ”

**Qualifications:**

- Masters Diploma in Personal Training
- YMCA Level 3 Advanced Personal Trainer
- Level 3 VTCT Sports Massage
- Level 2 Schools Sports Coach
- Pre/Post Natal Exercise Trainer
- First aid
- Trained in Child Protection by Sports Coach UK
- Young Sports Leader Tutor

## // Eventful day for events management company

**motive8** personal trainers recently organised a team building day for staff based at the Chiswick branch of international events management company, IMG.

Based just over the river from our studio in Kew, staff members were split into teams and set a variety of fitness-based tasks, using our studio as one of the stations where the teams had to stop off, combined with questions in order to be entered for a team prize. The winning team was awarded complimentary **motive8** massages.

As part of our commitment to building strong links with local businesses and communities, **motive8** agreed to offer all IMG employees a special discounted corporate rate on all **motive8** services, including one-to-one and buddy personal training sessions, rehab, massage and Pilates.

## // Special Off-Peak Rates Offer!

To help get fit for the summer, **motive8** is offering reduced rate personal training between the hours of 9am and 3pm at our Kew studio.

**Enjoy almost £20 off our usual rate by paying just £40.25 for a one hour session.**

Contact a member of the personal training team for more details on **0800 028 0198**