



// Fitter pupils shown to display increased learning capacity throughout school life

With over ten years experience in designing health and fitness facilities, providing fitness training to adults and delivering school sports programmes, **motive8**, is the perfect partner for bringing schools' fitness facilities into the 21st Century.

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. By implementing state-of-the-art fitness suites in schools, we hope to encourage its users to do the same, focusing more on fitness as opposed to just sport in order to create a revolutionary learning environment for all children.

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.

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."

Furthermore, the inclusion of fantastic health and fitness facilities within schools has the potential to not only benefit those directly associated with the school such as pupils, teachers and parents, but also those within the local community who live and work nearby. Facilities can be shared between literally hundreds of people; pupils and teachers can utilise them

during school hours whilst after-schools clubs and community organisations can benefit outside of these hours.

The **motive8** service is a complete package - our expert team will manage each project through from architect's drawing to functioning facility, regardless of size, complexity or budget. We have forged strong relationships with some of the UK's most renowned development companies and fitness equipment suppliers to enable us to produce competitive yet quality facilities. Also, once installed, we continue to work closely with the school, using our personal training and schools coaching knowledge to guide and educate users on the equipment and how to get the best out of it.

We are currently seeking potential partners i.e. developers, suppliers and PE stakeholders in order to expand our activity within this market. We are keen to look at sponsoring a school in order to do this. If your company/school may be interested in partnering with motive8 in the development of school fitness suites, then please get in touch by calling 0800 028 0198 or emailing info@m8group.net.

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Note to Editors - **motive8** is a health and fitness solutions company based in Hampton Hill, specialising in residential and commercial gym design, personal training and school sports provision. Established in 1998, it has progressed to become one of the market's leading health and fitness providers. Call 0800 028 0198, visit www.m8group.net or email info@m8group.net for further details.