



### // **motive8 Celebrates its 10th Anniversary**

What started out as two graduate friends with a passion for sport and a desire to break the mould in high-quality personal training provision, has transformed into one of the UK's market leading health and fitness companies.

Since its formation in 1998 by Nick Sadler and Jon Pitts, two Brunel University Sport's Science graduates, **motive8** has undergone phenomenal expansion, now employing over 30 members of staff and boasting an annual turnover exceeding £1 million.

During its first two years of business, its exceptional success led the team to grow from two to five and, in June 2000, **motive8** Limited was born.

Following a score of high profile contracts, including the prestigious 'Kew Riverside' by St James in 2002, additional personal trainers and rehabilitation therapists were employed, permitting **motive8** to successfully serve its growing base of clients and further branch out into the fields of high specification gym design and schools' sports provision. Having started out with just 4 schools across Richmond Borough, **motive8** now provide in-school and after-school sports courses to over 20 schools across South West London.

With the success of Kew Riverside firmly under its belt and a quickly growing reputation through word-of-mouth referrals, **motive8** has gone on to install over 50 bespoke onsite gym facilities for a variety of national developers – in particular, Barratt Homes, for whom **motive8** has completed more residential fitness facilities than any other provider within the UK.

2003 witnessed yet another significant milestone, with **motive8** winning its first corporate training contract at Chiswick Honda. Now supplying up to 14 one-hour personal training sessions per week, the two brands have continued to develop a close working relationship with Honda functioning as a key sponsor across all of **motive8**'s schools' sports provision programmes.

In November 2006, investment company Glass Holdings, headed by partners Richard Styles and Stuart Prior, was invited to acquire a share of the business, enabling **motive8** to employ additional members of staff to head up its individual departments. In September of the same year, **motive8** relocated to larger offices but quickly outgrew these, necessitating the acquisition of further office space in April 2008.

Again in 2008, non-executive director, Jon Pitts, elected to pursue the firm's 'Elite' training division, working closely with professional athletes across the globe, whilst Managing Director and CEO, Nick Sadler, continues to oversee all aspects of the firm's commercial and residential gym installations.

Nick comments: "I think the sheer pace of growth we've experienced over the past decade can be attributed to our unfaltering commitment to offering the best possible product combined with superior customer service. The health and fitness market is developing at an extraordinary rate and clients are no longer willing to accept poorly-qualified trainers or sub-standard equipment. It's within these areas where **motive8** truly sets itself apart."

Looking ahead, **motive8** is due to commence work on a further 25 gym installation projects this year alone. Personal training sessions at its new state-of-the-art m8 training studio in Kew are set to exceed 500 hours per month, whilst the number of schools served across South West London will increase to 35 by the end of 2008.

For further details of all **motive8** services, call 0800 028 0198 or visit [www.m8group.net](http://www.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](http://www.m8group.net) or email [info@m8group.net](mailto:info@m8group.net) for further details.