



Building our Community

As most areas of the new motive8 website settle into their stride, the community area of our site has continued to grow.

In addition to weekly blog posts and tweets from the motive8 team, we have been hard at work developing our viral marketing with a number of new videos available for viewing on any of our three motive8 YouTube channels.

The idea is to provide motive8 clients with a one-stop online service for maintenance troubleshooting, personal training tips and information on our schools sports provision.

Some of the latest additions have been from our schools department, which has been promoting its provision via short preview videos showcasing the best of our extra-curricular clubs and holiday camps. Parents can go online to view tasters of our Street Dance, Cheerleading and Football clubs together with an overview of our recent holiday camps. View our YouTube videos at www.m8group.co.uk/schools

motive8 North

Following the installation of our fifth residents' gym at a site in Yorkshire, motive8 has launched a locally-based personal training service called motive8 North to cater for the hundreds of residents living within the five schemes.

Having delivered over 1100 gym inductions to residents, feedback suggested an onsite personal training service would be extremely popular. To help us deliver this new service, motive8 has brought on board Jenny Cromack, a Leeds-based Personal Trainer who has run her own fitness consultancy for many years. Jenny's experience will enable us to deliver a wide range of training services all in the comfort of residents' onsite facilities or in our very own personal training studio soon to be opened - watch this space!

Jenny is already looking to expand the team in Leeds to help provide a first-class motive8 service up North.

Inside this issue



YouTube Training

motive8 training channel



New Horizons

latest installation



Tournaments

motive8 schools competition



YouTube Training

On our new motive8 Training channel, Personal Training Manager, Gareth Traves, offers a selection of 'do-it-yourself circuits' and 'train at home' videos that people can watch and perform in their own time. Themes include boxing and abdominal circuits as well as bums and thighs which can be done in your living room whilst watching your favourite TV programme.

A further series of videos will be coming online in the next few weeks, each focusing on a different area of the body. Search m8group on YouTube to find our Training channel.



London 10K



For the fourth year in a row, the motive8 team will be entering the Asics British London 10K run in July.

We are looking to get as many volunteers as possible to run it with us, be it friends, family or current training clients. As usual, the team will be running in aid of Traidcraft, a charity that helps people to work their way out of poverty. Our Esher boot campers will be running, together with members of our management, training and schools departments, all aiming to raise as much money as possible for this worthy cause. If you would like to join us, then please email aimee.weston@m8group.co.uk.

To support the team, please visit:
www.justgiving.com/m8group10k

Client Profile / Ian and Karen Dobson – Owners of The Firm Hair Salon in Richmond

Husband and wife team, Ian and Karen Dobson, own and run a successful hair salon in the centre of Richmond upon Thames. They have been clients of motive8 for almost 11 years.

Spending between 8 and 10 hours a day on their feet, they found that fitness played an important role in how they felt during and at the end of each day.

"Training with motive8 allows us to be fit enough to work our demanding long hours," explains Karen. "They can also work alongside other medical professionals – they coordinated treatment with that of my physios, surgeons and doctors after an operation I had, combining rehab and training to help speed up my recovery."

Ian adds: "motive8 is extremely flexible in that we can work out in our own home, at their studio in Kew and always at a time to suit us. It's perfect for people with a busy lifestyle. The exercises they recommend seem to fit specifically with our lifestyle – they don't insist on changing your whole diet or way of life, they just make it easier to find time for exercise."

motive8 has also worked with Karen and Ian's daughter, Grace, who recently celebrated her 7th birthday. The motive8 team was hired to throw a Sports Party for Grace and her friends, organising a multi-sports themed afternoon in Marble Hill Park. For more information on our Kid's Coaching and Children's Parties, visit www.m8group.co.uk/schools.

Now available at The Firm in Richmond – Keratin Blowout – previously only available in the West End. 020 8332 9758.

Maintenance Troubleshooting

Our Gym Design YouTube channel is now home to a number of maintenance 'How To' videos, providing Estate Managers, residents and Concierges with a visual guide on how to find equipment serial numbers, run basic troubleshooting and change the batteries in a Concept2 rower. Soon to come will be new cleaning videos to help development's keep their equipment in full working order, hopefully avoiding unnecessary callouts and early part replacements.

View the videos at <http://www.youtube.com/m8group1>



New Horizons

Spring 2011 saw motive8 complete its first installation for a brand new client, Barratt North London.

The residents of Willow Grange, located in Watford, have been eagerly awaiting the arrival of their new gym for some time and their enthusiasm clearly showed in the volume of inductions that we delivered within 4 days of the gym opening. During one evening and one morning session, over 90 residents attended a half hour induction slot, teaching them how to get the best out of their new private facility.

Despite a fairly small footprint, residents can achieve a full body workout using the equipment provided. This includes treadmills, bikes, a cross trainer, a rower, 3 pieces of express circuit resistance equipment and a Dual Adjustable Pulley which can perform over 225 different exercises. There is also a stretching area with Swiss balls for core and stability work.

Home Gym Case Study

// Private Client
// Kensington, London

Our most recent home gym installation is for another motive8 client who has been training with Personal Training Manager, Gareth Traves, for the past 2 years.

Prior to her home gym installation, the client used to train at a local gym in Kensington as well as in nearby Hyde Park, where she was in training for a half marathon.

Located in the basement of the client's house in Kensington, the gym space was created following the renovation of other parts of the property. In order to achieve a truly varied workout, motive8 recommended a Technogym Kinesis Personal Heritage, a stunning piece of equipment that caters for more than 200 exercises to help build endurance, balance, strength and flexibility. It can be also be used with a Swiss Ball. This was complemented by a complete set of free weights and a multi-adjustable bench.

For cardiovascular exercise, we installed a high end treadmill, an Octane cross trainer and a Power Plate vibration platform.

Since having her gym installed, our client now trains twice a week with motive8 in the comfort of her own home. The client's husband has also recently become a motive8 client, training once a week with our Rehab and Pilates Specialist, Sarah Cleland-Smith, focusing on Pilates, postural work and core strength.



Happy Holidays!

Our holiday provision has gone from strength to strength, with attendance figures rising with each new camp we deliver.

Our February half term and Easter camps were filled to the brim with team building activities, gymnastics, street dance and cheerleading displays as well as football matches, multi-sports games and warm ups led by Mackenzie, our new motive8 mascot.

With all camp bookings now done online, parents are able to rebook on an evening for the following day. Visit www.m8group.co.uk/schools

New motive8 Members

The new motive8 mascot, Mackenzie, took our schools by storm during the first quarter of 2011, prompting a fantastic response from the children. Our schools department now has a truly recognisable character to help promote our extra-curricular clubs and holiday camps. The children are also very curious as to who really is underneath that mask!

Continuing the theme of new recruits, our schools team has been rapidly expanding over the past few months. We have six new coaches - Dan Helesfay, Robert Noall, Zoe Biddlecombe, Nick Champness, Lauren Kemp and Doug Fordyce - highlighting the continued expansion of our provision and the need to bring new team members on board.

Amongst additional provision in our current schools, we have also gained two new schools in our local area. At Hampton Hill Junior School we deliver a weekly after-school football club and at Hampton Wick Infants we provide PPA cover via in-school, curricular provision.



MOTIVE8 CHILDREN'S PARTIES

- Delivered at a location of your choice
- All coaches first aid trained and CRB-checked
- 1 coach to 8 children ratio
- All equipment provided
- Optional extras such as invitations, motive8 duffle bags, certificates, t-shirts and medals

Call 0800 028 0198 for more information or download a booking form from www.m8group.co.uk/schools

Schools Tournaments



The motive8 schools competition schedule continued into 2011 with the delivery of one tag rugby and two football tournaments. Schools from all over the Richmond borough were invited to participate, including all the schools in which motive8 currently provides extra-curricular or curricular sessions.

The tag rugby tournament was held at the Richmond Academy in Sheen whilst the two football tournaments were hosted at Collis Primary School in Teddington.

To further heighten the competitive spirit, girls from the Collis lunchtime cheerleading club came along to perform supportive team chants for their fellow classmates who were playing in the football tournaments.



Splish Splash!

We have partnered up with Swimway to be able to offer swimming as an after-school club at Sheen Mount Primary School. SwimWay is the leading home-visit Swimming School in London, providing swimming lessons to children and adults in exclusive private developments, homes and schools around London as well as 5 sites open to the general public in Kew Gardens, East Sheen, Putney, Knightsbridge and Streatham Hill.

For our extra-curricular club, Swimway is providing the coaches for the club whilst motive8 takes care of the behind the scenes admin and marketing jobs. We hope this is the first project of many that we can work on together and looking forward to the new club starting in the summer term.



NEW POOL: Knightsbridge May/2011
Kew Gardens . Putney
East Sheen . Streatham Hill
SwimWay | www.swimway.co.uk - bookings@swimway.co.uk
020 8870 5091 - 020 8823 0841

The Sheen Mount swimming club can be booked online at www.m8group.co.uk/schools or for more information about Swimway's swimming programmes, please call them on 020 8823 0841 or email bookings@swimway.co.uk