



motive8
health and fitness redefined

insidetrack

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

In this issue: **motive8** celebrates its 10th birthday // Lunchtime workout with **m8** trainer Mat Lane

Sept 08



// Chiswick Honda drives new m8 schools' programmes

Alongside the continued growth of our gym design and personal training divisions, the **motive8** School's Team has been enjoying exceptional success of its own.

In association with our schools sponsor, Chiswick Honda, we will be launching two new programmes into local primary schools in the forthcoming academic year – Active Involvement and a Visually Impaired Activity Day.

Delivered during school term time, the courses form part of children's physical education quota and contribute toward the attainment of National Curriculum Key Stages 1 and 2. What's more, with the sponsorship provided by Chiswick Honda, the programmes can be offered to schools free of charge, enabling children to benefit from stimulating, innovative and engaging approaches to learning.

Active Involvement utilises a series of work cards that encourage parent/guardian involvement with a view to improving children's numeracy skills through fun activities. Meanwhile, the Visually Impaired Activity Day simulates how children play games when their sight is taken away and highlights the affect this has on their spatial awareness and communication.

Our association with Chiswick Honda began over five years ago when we were hired to provide the firm's corporate fitness training programme. In addition to supplying staff with between 10 - 12 hours of personal training per week, we also support their annual Corporate Fun Day as well as many other local joint sponsorship events throughout the year.

CHISWICK HONDA
www.chiswickhonda.com

// Community tournament puts kids streets ahead

Since the launch of our partnership with community organisation, Streets of Growth (SOG), fifteen young people in Bromley-by Bow have successfully obtained their **m8** Community Sports Leader Award with the help of our team.

Delivered over 6 weeks, the award - which helps children develop key skills such as communication, organisation and motivation – culminated in a 5-a side football tournament for 70 young people from the local community. It proved to be a huge success, engaging the children in positive activity and allowing them to demonstrate their improved skills by refereeing matches, organising teams and selling refreshments.

Working with SOG is a vital part of our ongoing community programme, which aims to develop key skills that contribute towards a more sustainable future for numerous children across widespread neighbourhoods. We are also looking to develop our long-term partnership with SOG, implementing a community leadership model that is designed to bring about employment in the fitness industry for those involved.

*"This turned out to be a positive mini legacy of its own that provided our Community with progressive sports leadership. We appreciate the partnership with **motive8** and their creative input."*

Darren Way, Assistant Director, Streets of Growth.

// Richmond Council use **motive8** to run Junior Sports Leader Award

Tim Holdsworth and Joe Donnelly led a team of **motive8** coaches to deliver a week-long Junior Sports Leader Award course for the London Borough of Richmond "Children Looked After" service. This was part of the Culture for Keeps programme which promotes the involvement of children looked after in local sports, arts and leisure activities.

Funded by London Borough of Richmond, the leadership award focused on helping children in foster care gain vital skills that they can apply in later life.

Held at Heatham House Youth Club in Twickenham, the children were required to complete an assortment of practical-based sports activities which emphasise skills such as communication, leadership and organisation.

A recognised level one national qualification, those who successfully completed the Junior Sports Leader Award, are now able to assist coaches and help organise clubs under supervision.



// m8 Schools Provision

- / Curricular
- / Extra-curricular
- / Sports Leaders UK Young Leader Award
- / Level 1 Award in Sports Leadership
- / Active Involvement - Numeracy/Literacy
- / Visually Impaired Activity Day
- / Active Enrichment Workshops
- / Holiday Activity Camps

Contact a member of the Schools Team for more details on 0800 028 0198.

// **motive8** is 10 years old!

Summer 2008 saw the **motive8** team celebrate in style as we commemorated ten hugely successful years in business.

Since our formation in 1998, we have undergone phenomenal expansion, now employing over 30 members of staff and boasting an annual turnover exceeding £1 million. Our desire to break the mould in high-quality personal training provision has transformed us into one of the UK's market-leading health and fitness providers.

The day began with a Go-Karting tournament at Daytona, which proved not only to be a lot of fun but also highly competitive, just as one would expect from a firm full of sporting professionals! This was followed by a BBQ and party at the Marlborough Pub in Richmond Hill.



Photographed by John Frye www.johnfrye.co.uk



// **motive8** sponsors NBFA charity run

On a glorious, sundrenched Sunday in June, hundreds of people gathered in Bushy Park to take part in a 5K charity fun run organised by the NBFA (National Benevolent Fund for the Aged) in association with **motive8**. With a number of our staff and clients running the race, thousands of pounds were raised for this hugely worthwhile cause.

Founded in 1957, the NBFA aims to improve the quality of life for elderly people who live on a low income – it does this by providing direct practical assistance through the provision of emergency telephone alarms, TENS pain relief machines as well as organising free holidays.



A team of **motive8** sports masseurs were on hand throughout the event to provide pre and post-race massage and sports injury advice. All competitors also received goody bags containing **motive8** t-shirts and a handout on the diagnosis and management of running injuries.

// Case study // Gateway, Leeds // Scotfield Limited

As our first mixed-use development installation, the Gateway proved to be one of our most exciting gym design projects to date. Located in central Leeds, it houses in excess of 500 residents, 20 commercial units and now, a 120 sq ft gymnasium offering state-of-the-art equipment in a spacious and design-led environment.

The new health and fitness facility features floor-to-ceiling windows, a full range of the latest Life Fitness cardiovascular equipment as well as an express circuit for a full-body resistance workout. In addition, a dual-action pulley is provided for a more thorough training session while a large mat work area offers room for floor exercises and stretching. Add to this 24-hour, secure key fob access and the Gateway is fast becoming one of Leeds' most sought-after developments.

Since completing the installation, we continue to work closely with the development's managing agents, maintaining the equipment to the highest standards and ensuring the facility runs smoothly on a day-to-day basis.

A dedicated Leeds-based personal trainer has recently joined the **motive8** team, providing inductions, one-to-one fitness training and advice on our online training facility.



"Schemes offering this level of added value are instantly better placed in what is currently a highly competitive housing market. The inclusion of **motive8's** gym facility has already proven invaluable in attracting new tenants and purchasers to the Gateway over neighbouring schemes and I predict many other developments will opt to follow suit as they realise the all-round benefits that this kind of onsite resource can provide."

Jonathan Morgan, Managing Director of Morgans City Living

// Case study // Great West Quarter // Barratt West London



Barratt Homes' Great West Quarter in Brentford is one of West London's most unique and architecturally stunning developments. Combining striking art deco renovations with impressive new build structures, GWQ will feature over 800 new homes set amongst landscaped piazzas and green open spaces, numerous shops, offices, cafés and restaurants, an iconic new hotel and, of course, a residents' health and fitness facility.

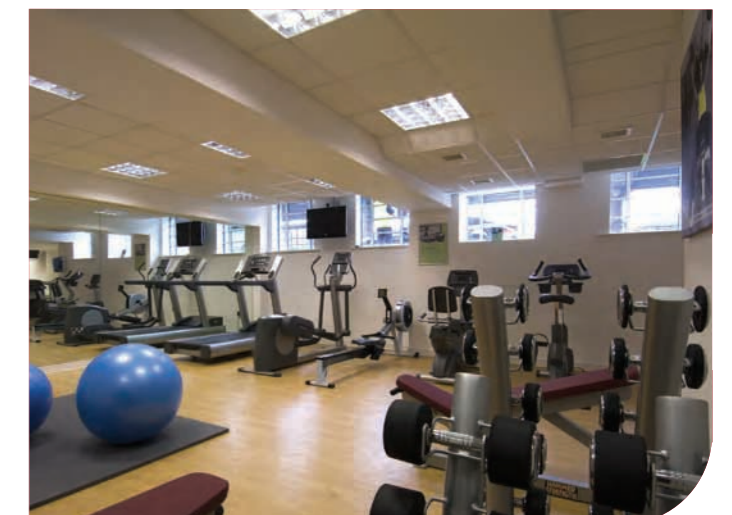
The **motive8** gym facility was completed very early in the build programme, adding real value to the site and generating elevated volumes of interest (radio advertising used the gym as the main selling tool).

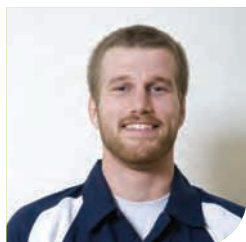
In tandem with the benefits presented by its own onsite facility, GWQ is also located close to our privately-owned training studio in Kew as well as the **motive8**-managed health and fitness facility at Kew



Riverside - GWQ residents therefore have access to the full **motive8** product portfolio literally on their doorstep, including personal training, sports therapy and rehabilitation, circuits classes and massage.

Furthermore, provision of an induction package allows residents to be fully educated on all the equipment in the gym, leading to safe training and maximum benefits from workouts.





// m8 trainer profile // Mathew Lane

Age: 24

Born: Exeter

Hobbies: fun, live music, playing guitar, eating, films, training, surfing, snowboarding, rugby, cooking, socialising and chilling.

Qualifications:

- BSc (Hons.) Sports Rehabilitation
- BWLA Level 1
- SAQ P Award
- RFU Coaching Level 1
- Kettlebell Masterclass

“**Training Motto:**
**You only get out
what you put in**”

// Mat's lunchtime workout

Research has shown that shorter, more intense workout sessions with rest periods can produce the same fat burning and cardiovascular fitness improvements as long, slow, steady sessions. In other words, you don't have to train for hours to be able to run faster, exercise longer and see a drop in waist size!

Example session:

12:00 Arrive at gym changed and ready to go

12:02 Warm up: 2 x circuit of:

- / 1 minute skipping
- / 5 long lunges
- / 10 push ups
- / 10 sit ups
- / 10 back extensions
- / 10 squats
- / 5 pull ups

12:06 Workout: In 20 mins, do the following circuit as many times as possible:

- / 200m row
- / 5 pull ups
- / 10 push ups
- / 15 split jerks @ 40kg

12:26 It's over!! Mix protein shake, write up score in your training diary

12:30 Jog back to the office for a shower



One of the best ways to trim down and tone up is to use traditional circuit type sessions that combine cardio and resistance training – by working against the clock you can really add intensity.

The best part of this workout is that you can be in and out of the gym in 30 minutes – it can even be done in your lunch break so you can head straight home after work!

// Why choose m8 Personal Training?

One-to-one tuition ensures that you train efficiently, maximising every minute of the time you dedicate to exercising with us. **motive8** trainers educate you throughout your sessions to ensure you go away confident about how to train correctly between sessions.

Save £'s by booking block sessions!

Book 10 sessions - get 1 FREE

Book 20 sessions - get 3 FREE

Talk to your trainer about this offer!

// Case study // Chris Stephens // Company Director

Chris Stephens is a long-standing **m8** personal training client and chairman for DHL and charity organisation, Traidcraft. Here, he talks to us about his **motive8** training experience.

1/ What encouraged you to take up personal training?

At the time I was a full-time executive for global logistics business, Exel (now DHL). As head of Human Resources I travelled constantly, frequently long-haul, taking little exercise and eating a great deal of hotel food. I was generally out of shape and often tired. My family became concerned about my lifestyle and its long term impact on my health.

2/ How long have you been training with motive8 and how regularly do you train?

My relationship with **motive8** began 5 years ago when I was 55. Nick taught me to run, starting with one minute running, two minutes walking then gradually building up. It was a slow process but when I ran a whole mile without stopping I thought I was a candidate for the Olympics! I try to train twice a week and know that if I do less than that I lose fitness and increase grumpiness!



3/ How does your trainer help you to get the most out of your sessions?

The trainers are great. Gareth is my main contact although I do have occasional sessions with other members of the team too. All are a bit different which brings welcome variety. The trainers know my physical strengths and weaknesses and can spot a bit of laziness a mile off!

4/ What would you say are the biggest changes in your lifestyle since taking up training with motive8?

In June I walked in the Pyrenees, ascending and descending 25,000 feet over 6 days. Then, in early July, I ran in the London 10K and managed to complete it in less than 62 minutes. Not bad I thought, for 6.2 miles, even if it's not world-class standard!

I'm certain that the help I received from the **m8** team over the last 5 years has enabled me to live a very full and busy life. The cost of the training is minimal in comparison to the benefits and I am hugely grateful to **motive8** for their patience and expertise.

Our association with Chris also led to members of the **motive8** team running the Asics London 10K on 6th July. Alongside 26,000 other runners, Layla Smith and Gareth Traves helped to raise money for one of the nominated charities.

www.traidcraft.co.uk