

// Case study // Home gym
// East Sheen, West London



One of **motive8's** recent home gym installations was for Geoff and Shelagh Bradford at their beautiful home in East Sheen, West London.

Geoff and Shelagh first came into contact with **motive8** as rehabilitation clients. As their injuries began to heal, it was recommended that some gentle exercise be undertaken to aid recovery. Not keen on visiting commercial gyms, we suggested the possibility of a home gym.

With a garage at the bottom of the garden that was only used for occasional storage, Geoff and Shelagh decided to pursue the concept and, within a month, the garage had been converted into a fully-functional, state-of-the-art home gym facility.

To ensure a comprehensive full body workout could be achieved, we recommended a combination of equipment; this included a Concept2 rowing machine, a Life Fitness G5 Multi-Gym, a Life Fitness Treadmill, a Swiss Ball and floor matting alongside a range of different free weights.

"I love both the convenience and comfort offered by my own home gym. I was never really at ease with going to commercial gyms and now I can exercise in private whenever it suits me. There really is no excuse not to workout anymore!" **Shelagh Bradford.**

// Case study
// Imperial Wharf, Chelsea
// St George Plc

As London's premier, award-winning, mixed-use riverside development, set in its own riverside park on one of the most sought after stretches of the Thames, Imperial Wharf brings a vivid and eagerly awaited addition to the London skyline.

The Thames has always been at the heart of London life and Imperial Wharf's arrival on the North bank, situated between the fashionable neighbourhoods of Chelsea and Fulham, adds glamour and vibrancy to this already highly desirable part of the city.

With its dramatic towers, glass-fronted elevations and perfectly landscaped 10-acre park, the development is a breathtaking sight offering an exciting new way of life.



Sitting amongst the anchor retailers, restaurants and beautiful riverside walkways that encircle the central boulevard is the Imperial Wharf residents' gym, Gym & Tonic. As a highly-anticipated addition to Imperial Wharf, the **motive8**-installed gym facility is a true reflection of the quality lifestyle evident throughout the entire scheme.

Set over 1280 square feet, the facility boasts a complete collection of Life Fitness cardiovascular equipment alongside a comprehensive selection of strength and resistance apparatus to provide a full body workout.



Furthermore, two separate areas allow for floor work, with cushioned matting and Swiss balls available for core stability exercises.

Provided by St George Plc, the facility also features a state-of-the-art lighting system and three LCD screens which can be operated independently.

Residents are free to use the gym 7 days a week, with a secure key fob access system offering exclusivity and, more importantly, an enjoyable and comfortable workout environment at all times.

The **motive8** Training Team are on hand to supply a full personal fitness training service to all residents.

Out now!

New m8 Home Gym brochure

Please call 0800 028 0198



insidetrack

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

In this issue: Tips from the **motive8** rehab team // New gym launches at Imperial Wharf, Chelsea **Jan 09**



// **motive8** becomes official sponsor of RSSP

As part of its ongoing commitment to ensure an exceptionally high standard of schools' sports provision, **motive8** health and fitness has announced its official partnering with Richmond School Sport Partnership (RSSP).

By working together, the two organisations will combine skills and expertise to achieve their shared vision that all young people should have a positive experience of sport from an early age in order to acquire fundamental sporting skills and encourage lifelong participation. This will also work towards the government target of five hours per week of physical activity for every young person.

Both organisations will be constantly developing new products to enhance schools provision – these will include cross-curricular programmes such as the Visually Impaired Activity Workshop (to raise awareness of the issues associated with visual impairment) and the Active Involvement/Numeracy Workshops sponsored by Chiswick Honda

(which teach children key numeracy skills through the use of fun, activity-based games).

Another key programme **motive8** is delivering for RSSP is the Sports Leaders UK Young Sports Leader Award. This has been delivered in 16 primary schools across the Richmond Borough, with plans to roll the scheme out across all schools in the local authority.

motive8 is also working to develop projects such as the Competitive Edge Gifted & Talented programme, which RSSP has been running successfully for 2 years. **motive8** currently delivers 4 Gifted & Talented Multi-Skill Academies, but is looking to significantly develop the scheme. Chiswick Honda has recently confirmed their role in sponsoring this programme to aid development, which is fantastic news.

// Practising what we preach!

Several members of our **motive8** team recently undertook the challenge to run over 23 miles by completing both the Great North and Great South Runs to raise money for Leukaemia Research.

Starting in Newcastle, at the iconic Great North Run, our team was welcomed by electric blue skies and an atmosphere to match. Over 52,000 people entered this year's race, with a record number making it over the 13.1 mile finish line.

Conditions were not so good at the Great South Run in Portsmouth but that didn't dampen spirits. All **motive8** runners completed the race in great form, setting personal bests all round.

Even though the hard work is over, the fundraising is still in full swing. Any donations to Leukaemia Research would be much appreciated.

Please visit www.justgiving.com/motive8 to donate online.



// **motive8** staff profile
// Sports Therapist // Josie Mitchell

Age: 37 Born: London

Hobbies: Martial arts, swimming, running and coping with family mayhem!

Qualifications:
BSc (Hons) Sports Therapy MSST



// **Beating everyday aches and pains**

Josie is one of **motive8's** qualified Sports Therapists and has helped hundreds of patients across Greater London to get the most out of their health and fitness regimes and subsequently achieve their goals and ambitions.

Josie explains: "Our key aim is to educate, motivate and rehabilitate patients back to optimum levels of functional, occupational and sports specific fitness regardless of age and ability. We do this through the use of proper assessment, deep tissue massage, rehabilitation exercises, stretching techniques and gait analysis."

"We are particularly concerned with the prevention of injury and the rehabilitation of the patient, trying to understand and treat the cause of the injury rather than the symptoms."

**Training Motto: Stop the excuses!
Start as you mean to go on!**

// **Everyday exercises to prevent injuries**

Upper and mid back stretch: Kneel on the ground, place your bottom on your heels and extend your arms out in front, lower your chest and head towards the ground. Hold for 20-25 secs.

Neck stretches: Slowly, lower chin to chest, raise chin to look up toward ceiling, look over right shoulder and then over left shoulder – hold each position for approx 15-20 secs.

Shoulder mobility: Circle the shoulders forwards 10 times and then backwards 10 times.

Back of thighs: Standing, raise one leg up on table/chair at approx waist height keeping this leg straight, bend your standing leg and lean forward to reach your hands towards toes. Hold when you feel you can reach no further. Hold for 20-25 secs.

Front of thighs: Standing, bend one knee to raise heel towards your bottom, holding around the ankle of this foot. Keep both knees close together. Hold for 20-25 secs.



// **motive8** sponsors NBFA in Royal Parks Half Marathon

In October 2008, over 12,500 people made the 13.5 mile journey through the beautiful surroundings of London's Royal Parks, taking in landmarks such as Buckingham Palace, Wellington Arch and the London Eye. The event was hosted to raise money for many worthwhile causes, including **motive8's** chosen charity, the National Benevolent Fund for the Aged (NBFA).

"**motive8** has provided the NBFA with fantastic support," commented spokesperson, Lacie Cole. "The proceeds of this event will go towards making a difference to the lives of older people living in the UK, including free holiday breaks and other much needed help and support."

We plan to raise our level of support for the NBFA throughout 2009, sponsoring the Bushy Park 5K run for the second year running as well as extending the run to include a 10K option. Interest has already been expressed at increasing our involvement at the Royal Parks Half Marathon next year.

Other fundraising ideas include a bike ride from London to Paris as well as a **motive8** activity day for several local people who will be selected by the NBFA.



// **motive8** promotes how to be healthy in business

motive8 was the title sponsor of The Athena Network's South West London End of Summer Networking Party, held at Warren House in Kingston-Upon-Thames.

Aimed at providing a relaxed yet vibrant networking environment for likeminded business women, The Athena Network is regularly attended by women working across a wide spectrum of industries and sectors.

motive8 promoted the importance of health and fitness to women who

lead a hectic and busy lifestyle. Despite juggling children, family, friends and their own business on a daily basis, the ability to set aside at least half an hour a day for exercise is something that will not only help them stay fit, but become more energised and focused when it comes to performing at work.

We are now a member of the Hampton Athena group and will be joining the Kew group when it launches later this year.



// **m8** schools courses driving forward

Following on from our September newsletter, **motive8** has successfully piloted its Visually Impaired Activity Workshop in local schools with the help and support of its ongoing sponsor, Chiswick Honda.

The workshop begins with a combination of informative and interactive tasks – these include a presentation and discussion on the Paralympics, participation using sensory boxes and games that engage and educate the children on the implications of being visually impaired.

These sessions are then followed by a series of activities and sports to highlight how Paralympians and other visually impaired athletes adapt to playing sport without full vision. The children thoroughly enjoyed the sessions and learnt how to use other senses to compensate for their sight being taken away.



Marshgate Primary School utilised the workshop as part of their Equal Opportunities Week and it can be run as either individual class sessions or a half day course.

"The visually impaired workshops were fantastic as part of our disability equality week. It gave the children a chance of playing a new sport, whilst learning to use different senses."

Katie Bentham, Deputy Head of Marshgate Primary School.



// **motive8** to run Easter Sports Camp

We have teamed up with Esher Cricket Club, based in the heart of Esher village, to deliver a 3 week multi-sports camp over the Easter school holidays.

Esher is a picturesque, quiet and safe location for children with the club itself being a fantastic sporting facility. Esher Cricket Club has built up a great reputation over recent years running a children's Cricket Camp each holiday and now plans to develop the camp through its partnership with **motive8**.

The aim of the multi-sports camp is to entice all children into taking part and to get more active in their time off school by running a variety of activities every afternoon - these include athletics, tennis, dance, tag-rugby, football, a treasure hunt as well a selection of International Sports.

For more information or an application form, please call 0800 028 0198 or email info@m8group.net.

// **motive8** Schools Provision

- / Curricular
- / Out of Hours Clubs
- / Sports Leaders UK Young Leader Award
- / Level 1 Award in Sports Leadership
- / Active Involvement - Numeracy/Literacy
- / Visually Impaired Activity Workshops
- / Active Enrichment Workshops
- / Holiday Activity Camps

Contact a member of the schools team for more information on 0800 028 0198.

// **motive8** coaches commit to continual personal development

In order to provide an exceptionally high standard of schools' sports provision, all **motive8** coaches will have a minimum level 2 coaching qualification by the start of 2009.

In addition to bespoke Continual Personal Development (CPD) modules, such as 'Adults other than Teachers' and 'Handling Challenging Children', selection criteria will dictate that all coaches will be over 18, Level 2 qualified in coaching, have a high level of personal sporting experience as well as a positive attitude.

In partnership with our schools partner, RSSP, we ran a team training session at the end of the year for all coaches to ensure they are all up-to-date on this criteria. Schools & Community Manager, Timmy Holdsworth, is working with RSSP to develop a continuous 12 month development programme for all **motive8** coaches.

"The CPD programme strives to improve the quality of teaching, coaching and learning in PE and School Sport in order to raise pupils' attainment levels, to support healthy lifestyles and meet the needs of all pupils to enhance achievement."

Gary Palmer, Director of School Sport (PDM)
London Borough of Richmond upon Thames.

