



## motive8 marketing

A brand new website and gym design brochure are scheduled for completion in the first half of the year.

In addition to working with designers, we have been researching our Social Media Marketing strategy to ensure we are perfectly positioned to take advantage of platforms such as Facebook and Twitter.



You can follow motive8 at: [www.twitter.com/m8group](http://www.twitter.com/m8group)  
or by searching 'motive8' at: [www.facebook.com](http://www.facebook.com)

## Give a 'fit' gift!

Our currency is officially available following the launch of motive8 money. Clients can purchase vouchers in denominations of £10, £20, £50 or £100 which can be redeemed against a variety of products or services including personal training, massage and sports rehabilitation, gym equipment and accessories.

Vouchers come with a gift card containing details of all the products and services we offer. The vouchers make an ideal gift for family and friends.



### Inside this issue



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Stay supple when spending long periods sat at a desk



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The latest news from a variety of motive8 schools projects



#### Gym Design

Case study from Queen Mary's Place, Roehampton



## Case Study: Queen Mary's Place, Roehampton / St James' Homes



Queen Mary's Place comprises a collection of luxury apartments and houses set within the historic grounds of Roehampton House.

The architectural refinement of the ornate listed buildings has been scrupulously preserved whilst classic street scenes comprising new houses and apartment buildings have been designed to empathise with the development's heritage and architecture.

motive8 was employed to install a fitness suite that was both fitting to its surroundings and would provide a complete training solution for its users.

In keeping with the development's luxurious finish, we opted for a superior range of fitness equipment for the residents-only gym which was officially opened under the name Santé. Cardio equipment came from Life Fitness with the three treadmills each featuring an integrated television screen. Rowers were sourced from Concept2.

In an adjacent space, a full range of resistance equipment has been supplied, providing users with a full body workout. Floor matting for stretching, Swiss balls, two free weights benches and a comprehensive selection of free weights completed the installation.

The facility is open 7 days a week and residents can have personal training onsite with one of motive8's qualified trainers.

## motive8 launches gym cleaning station

motive8 has launched a new gym cleaning station to help estate management companies keep residents' onsite gyms fresh and clean.

Following up on feedback from gym users, the new station was designed to provide a convenient and cost-effective solution to the ongoing requirement to keep gym equipment in a hygienic and usable condition.

Individual products include a stainless steel spray bottle with wall-mounted holder, paper towel dispenser and anti-bacterial cleaning fluid. All items can be bought separately or as a combined package.



For further details and prices, please contact us on 0800 028 0198 or [info@m8group.co.uk](mailto:info@m8group.co.uk)

## Desk fit

It has been documented that just under two-thirds of the population sit down all day. Here, we show you 3 simple exercises to help keep you supple and comfortable throughout the day. It is vital to continue breathing naturally throughout all the exercises.



**Spine Stretch** – Start by sitting central on your chair and slowly rotate your torso to the left, ensuring your nose stays in line with your breastbone. You can use the arm of the chair for gentle assistance if required. Keep your shoulders relaxed and rib cage soft. Hold for 20 seconds and repeat on the other side.



**Shoulder Stretch** - Link fingers and reach your arms out towards the ceiling allowing your head to follow the movement. Hold for 20 seconds.

**Shoulder Stretch 2** (not pictured) – Link fingers and reach out in front of you, keeping the back of your neck long. Hold for 20 seconds.



**Neck stretch** – Sitting tall on your chair, hook your right hand under the seat. Gently bring your left ear towards your left shoulder and hold for 20 seconds. Repeat other side.

Search 'motive8' at: [facebook.com](https://www.facebook.com/motive8) for more health & fitness tips.

## motive8 challenge 2010!

The team at motive8 has already started this year as it means to go on by securing 20 places for the Asics British 10K London Run in July, all of which have been filled. In addition to members of the motive8 training team and their longstanding clients competing in the event, motive8 has sponsored two runners to get in shape over the coming months with a view to running the race alongside the rest of our team this summer.

motive8's own Copywriter, Kimberley Mead, and Gareth Miller, Director of our gym design partner, The Open Living Company, will be training hard over the next few months and we will be tracking their progress and producing case studies to demonstrate the benefits of training with motive8. Neither has run a 10K distance before.

As the official 'training experts' for charity Traidcraft, we will be providing information and support to the numerous runners who compete in events on their behalf every year. This will be done via links on our website, monthly email tips and through the training guide that is sent out to all participants.

Also in aid of charity, motive8 staff will be running its own Sports Relief mile on the same day as our schools, with teachers encouraged to join us.

## I'll get by with a little help from my friends...

Research shows that we are much more likely to continue with good fitness habits if we have a close network of people around us encouraging and supporting our goals.

At motive8 we are increasingly running successful buddy and group training sessions set up with partners (business and personal), friends and social networking groups. This has shown to get great results - for many it has allowed them to spend more time with their partner or friend at the same time as achieving results whilst for others it provides them with sessions that push them much harder than training alone.

## Staying on track: fat loss tips

For most of us, the New Year is a time for counting calories and generally undergoing a health kick to ditch those overindulgent Christmas pounds. But a few weeks into the year and good intentions can fast become a distant memory! To help you stay on track, here are a few simple tips that you can follow every day.

- 1 - Don't eat in front of the TV - Being aware of when you are full allows you to stop eating before you have eaten too much. Try eating with the family in the evening, as conversation will help slow down the rate at which you consume your food and aid digestion.
- 2 - Don't be fooled by thinking cereals branded as 'low in fat' and 'healthy' are necessarily that. Most cereals, even those like Special K, are full of sugars. Appropriate cereals are those like porridge and muesli, which are high in fibre and the oats will keep you fuller for longer with less calories.
- 3 - Don't skip meals - This will not help you lose weight as your body worries when it is not being fuelled and will actually slow your metabolism down, stopping fat being burned.
- 4 - Eat regularly throughout the day to keep your metabolism burning at a constant rate. The amount of food you eat throughout the day should also get less as the day continues - the saying goes, eat like a king for breakfast, a prince for dinner and a pauper for tea!
- 5 - Like everything in life, breaking habits and embracing change takes time. Realistically it will take three months of healthy eating and monitoring calorie intake and output for significant change to occur. You can lose weight very quickly with fad diets, but the bottom line is as soon as you stop the diet (which you will do as they are impossible to sustain!) you will gain more weight than before. The only way to make change occur is via small change for long periods.



## motive8 schools project update



### Competitions: Project Manager, Aylia Hamilton-Bannis

Following the success of the High-5 Netball tournament held at Marshgate Primary School last term, Aylia has been busy organising a second tournament, this time football hosted by Kew Riverside Primary School. Competing in wintery conditions, seven teams were split into two pools, each playing matches of 10 minutes.

The final consisted of two of motive8's curricular schools, Kew Riverside and Marshgate, whilst the play off for third place was won by Sheen Mount B, following a close battle against their A team!

With snow falling, the final was a very close game with Marshgate winning 1-0 and collecting the motive8 trophy; 1st, 2nd and 3rd place teams all received medals.

We will be running a variety of tournaments throughout the remainder of the school year, with a full competition schedule coming together for September 2010.

### Sports Leaders UK Young Leaders Award: Project Manager, Emma Rudelhoff

Since taking on, and subsequently reworking the delivery of the Sports Leaders UK Young Leaders Award, Emma has successfully delivered the award in five of our schools with phenomenally positive feedback from teachers and children. We are now utilising the newly-trained leaders in other motive8 events. For example, in the recent British Heart Foundation skipping event at St Mary's and St Peter's, each station was led by a Year 5 leader. One child proudly commented: "I taught four children to skip!"

Emma's delivery of our gymnastic clubs has also proved a huge triumph; all clubs are currently full with waiting lists for next term. We are currently in the process of trying to expand our provision to offer places for all children and maximise their progression.



### Curricular Provision: Project Manager, Philippa McGregor

Philippa has continued to progress and develop our curricular resources to enable coaches to deliver the sessions in themes rather than specific sports. This has helped children to transfer skills across sports rather than learning and applying them in an isolated environment. Looking ahead, she will be assisting in child assessments and coach observations alongside Gary Palmer.

### Extra-Curricular Provision: Project Manager, Shawn Mullix

Further to the success of his KS1 skipping club at St. Mary's & St. Peter's, Shawn organised a British Heart Foundation skipping event in order to raise money for the charity and promote active play.

With assistance from Year 5 leaders, Shawn set up a skipping circuit during lunchtime for all children in Reception and Years 1 and 2. Children were asked to contribute £1 to the British Heart Foundation (BHF) to participate. The aim was to maximise participation and we believe approximately 60 children joined in. Leaders instructed the younger children on each station and collected money for the BHF.

Our next event will be the Sport Relief mile on Friday 19th March, when a number of motive8 coaches will be coordinating miles of various activities in each of our schools.

Alongside this, Shawn has been evaluating our current schemes of work for all extra-curricular clubs, helping to ensure they have an appropriate end focus as well as looking to implement a holiday provision programme, an area we have been keen to expand for some time.



## Schools partnerships

We continue to seek out selected companies to help us expand our growing range of sports services on offer to children. Existing partnerships with Teddington Hockey Club, Hertstoppers Cheerleading Club and Swimway have resulted in popular extra-curricular clubs, whilst our latest affiliation, with Henman Communications, has enabled us to deliver an exciting new tennis club run by an LTA-registered coach.

Looking ahead, we are in the process of securing partnerships with cricket and dance companies with a view to launching additional clubs in the summer term.

## Coaches CPD

Since launching our structured Continual Professional Development programme last year, our coaches have completed a further five modules including Safeguarding Young People, First Aid for Children, Gymnastics Skill Development, Coaches in the Curriculum and, most recently, Assessment for Learning.

CPD modules for 2010 will include Managing Challenging Behaviour, Integrating Children with Special Educational Needs, Active Bad Weather Sessions and Coach Assessment in line with Ofsted.