

# Matt expands his work into schools and nursing homes

By Mary Ferguson

A PERSONAL trainer has revealed how working with schools and nursing homes is expanding his business and sharpening his expertise.

Matt Sutton, who runs Lifestyle PT in Northampton, hadn't thought of branching out from his regular clients until he was approached by a member in the hotel gym he works at, looking for a trainer to work with children at her school.

And care home operator Avery Healthcare, who operate a number of homes in the area, found his details in the Yellow Pages.

Matt now takes regular exercise sessions with elderly residents and visits Danetre School to take fitness classes with pupils during PHSE lessons.

He said: "The hardest thing I found when I started working in the homes was even though they are all elderly, the residents are all very different. I get some 100 year olds doing physical stuff I wouldn't expect them to be able to do, whereas some 70 year olds struggle with the basics."

"And many suffer with Alzheimer's or dementia too, so I've learned to make sure I know what to expect when I go into a new home."

Matt visits Danetre School a few times per term to take exercise sessions with the pupils aged 11-16.

They include core work and boxing for fitness and he is planning to start doing boot camps, following the success of the ones he has run over the summer with groups of personal training clients.

"The kids want to do something different so I try and do stuff they don't normally get to do in PE."

"They respond really well, and the overwhelming response I get from teachers is they are amazed at how many of them take part."

"And a lot are the ones that make excuses to get out of sport, so it's great to see them getting involved."

Matt said working with schools and nursing homes provides useful extra revenue streams and he is now getting so busy, he is considering taking on another trainer to work under the Lifestyle PT brand.



Matt Sutton

## Power Plate in hotel chain first

THE first Power Plate studio to be established within the Hilton Hotel chain in the UK has opened at Hilton Metropole in Birmingham.

The studio is part of the core stability room in the hotel's LivingWell Leisure Club and has three Power Plate pro5 AIRdaptive machines.

Club manager Andrew Ferris said: "We will be a showcase site for this new addition to our fitness offering, and hope that it will be the first of many clubs around the world to install the machines."

Power Plate International Limited recently received certification as a Medical Device Manufacturer within the European Economic Area (EEA).

## New contract

LEISURE provider GLL has been awarded a new management contract for four of the London Borough of Hillingdon's sports facilities.

They will run Highgrove Pool, Queensmead Sports Centre, Hayes Pool and Hayes Stadium Sports Centre in a long-term partnership which will see £4.5m invested in the facilities over the next ten years. A further £1m will be put towards the council's new £15m facility – Botwell Green Sports and Leisure Centre – which will also be managed by GLL and is scheduled to open in early 2010.

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