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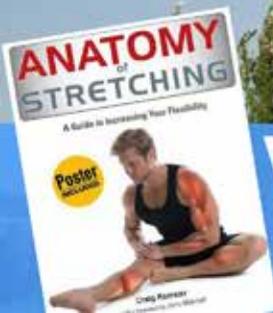


**Sport
& Dance**

**SUMMER
OF SPORT**

We get the lowdown on
the activities of the summer

**Nordic
Walking**



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Martial the Art of Self Defence

There are a number of commonly held misconceptions about martial arts, which range from strict instructors who demand a relentless level of physical readiness from their students, to the belief that all practitioners are hardened super-fighters who show no mercy. This article seeks to redress some of these stereotypical assumptions, many created by unrealistic action movies, by focusing on the real benefits of practical self-defence for both the trainer and their clients.

Good for the mind

Active rest

Martial arts practitioners learn through their training how to recognise potential danger, and how to act in dangerous situations. This requires individuals to engage their minds and maintain a ready state of alertness. A sense of danger concentrates the mind, helping us to focus our energy and actions. The mental benefit of this is similar to meditation, as the mind is cleared of all other distractions and is, therefore, also in a state of rest.

Keeping it fresh

Self-defence continually provides new stimuli. Exercise machines in the gym are very popular and they have their advantages. Nonetheless, they can become boring and monotonous, whilst self-defence classes provide students with variety in every session, as the techniques taught are never quite the same each time they are used. Students naturally discover something new with every application, and it is always possible to become better, quicker, or sharper. As one person develops new skills their opportunities automatically face a new challenge and a new goal.

Motivation

Generating a sense of competition within a class can be a very good motivator as students try not to miss a session, so as not to fall behind in their quest to learn the next set of techniques, and to face the next set of challenges. Furthermore, working out in a self-defence class can enhance motivation through its inherent unpredictability. Unlike running on the treadmill or striding along on the cross trainer, a self-defence class is about interacting with other people, and therein lies an exciting element of uncertainty.

Independence

Martial arts training can also develop our sense of independence as it enables us to feel safer in our daily lives. Knowing we can escape from, or defend ourselves against, danger is genuinely liberating. Research has shown that moderate training in martial arts enables students to address real life situation in a safe and controlled manner.

Students also gain from the psychological advantage of knowing they can keep fit without being dependent on the gym and training machines. If, as is often the case, work or life gets in the way of training, those who have learnt some martial arts techniques can escape that guilt feeling for not having made it to the gym, as they will always have a variety of simple techniques to use at home or in the park. Keeping fit regardless of gym opening times, and feeling in control of our own training is a great way to ensure we maintain the discipline of regular exercise.



Make mates!

Joining a self-defence class is a great way to meet new people. Unlike individual workouts in the gym, self-defence classes involve group interactions and often foster camaraderie amongst participants. In many cases, those who train together become good friends.

Good for the Body

A little extra

Martial arts training shares many of the health benefits of training in the gym, from cardiovascular fitness to muscular strength endurance. It also involves exercises that utilise a wide range of movement, stretching the muscles and developing their flexibility.

Motor skills are also developed through complex, independent body movements, often at speed. As with all training, the physical benefits depend on both the quality of the instructor and the motivation of the client, but martial arts have the potential to offer an extremely powerful workout.

Self-defence for fitness can be light-hearted and enjoyable. It can be used by and for people with varying levels of fitness. It can enable those who use its techniques to have fun, feel good, and to improve their quality of life. And it can entice people to continually advance their fitness potential. A great selection of benefits for any instructor to offer their clients!

Protecting your interests

Insurance isn't usually the most exciting topic of discussion around the water cooler, but in today's increasingly litigious society it is essential that you ensure you adequately protect yourself and your business.

As a professional fitness instructor or personal trainer, probably the most important element of insurance cover is against potential public liability and professional indemnity claims made by your clients.

For example, you could give a class where someone injures themselves and decides to sue you, alleging that the injury was sustained as a result of your incorrect instruction. If they were successful in this action then the courts could award damages against you. Without insurance you could be facing a large bill and potentially the end of your business and livelihood.

Most liability claims occur many months, even years after the alleged incident actually took place.

What will protect you when your professional fitness career is over?

Unfortunately, claims against you may not only be limited to the present, and could take place at some time in the future. What would happen if you decided to change career, or take a sabbatical, and consequently cancelled your insurance, and a claim was then made against you for an incident that had taken place whilst you were still instructing? Unless you had a public liability policy written on what is termed an 'occurrence basis', rather than a 'claims made' policy, you could find yourself without adequate insurance. This type of enhanced liability cover gives you comprehensive peace of mind, knowing that any valid claim

occurring during the period of insurance will be paid at any point in the future, subject to the statutory limitations laid down by law*. Most liability claims occur many months, even years after the alleged incident actually took place, so if an instructor's policy is on a 'claims made' basis they run the very real risk of not being covered - a fact that many instructors are not aware of.

Here are some top tips for fitness instructors and personal trainers looking for insurance protection:

- Check that your cover is appropriate. Do you have cover for all the activities you are qualified to teach? At Professional Fitness we add new qualifications to your policy without increasing your premium because we want to be sure you are fully covered at all times.
- Keep a note of your renewal date so you have time to compare policies with other providers.
- Check public liability insurance is written on an 'occurrence basis' not 'claims made'.
- Some insurers can include personal accident cover in the policy at a small additional cost; a valuable benefit.

If you occasionally take your classes outside as part of your sessions, are you insured? And what about teaching children - does this increase your premium?

*Up to three years after insurance expires, subject to individual underwriting criteria.



Let the Olympics Help You

This summer promises to be one of the most memorable in the history of the United Kingdom for one main reason and I do not mean the weather!

With the Olympics in full swing and Great Britain doing really well so far we are sure to witness a boom in the uptake of activities and fitness training.

As fitness professionals it is our responsibility to take the lead and promote our services to the many people out there who need us!

This is also a great time to take control of your Continuing Professional Development to entice more customers and diversify your skill set to maximise the public's willingness to engage in new activities.

One example, is within the last week I have been approached by two new customers who wanted to learn how to incorporate Olympic weight lifting into their training plans.

The next step is using the Olympics to help your marketing campaigns and client uptake, for example, running an Olympic themed bootcamp session using exercises such as sprints, long jump, boxing and gymnastics as the main part of your session.

Another option of using the Olympics could be offering a free bootcamp session for every medal Team GB wins! At the moment we are doing quite well, so you may want to limit the number of sessions to gold only!

I hope this has given you some food for thought and helps you be the best professional you can be!

Joshua Mullin
Academy Tutor
- Lewisham



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World Pole Sports Championships 2012

With over 400 pole schools in the UK alone and thousands across the globe, this sporting activity is now part of the mainstream fitness industry. The World Pole Sports Championships (WPSC) was organised by the International Pole Sports Federation (IPSF) to highlight how many countries take this sport seriously, and how many people are involved in international pole sports events held around the world. The aims of the IPSF are to regulate and bring consistency into the judging criteria for competitions in accordance with ethics and fair play, as stipulated by the Olympic Committee and other international sporting accredited bodies. There are different styles of pole activities and as in other sports that is to be welcomed as well, however, the focus of the IPSF and the WPSC is pole sports.

The championships were held in London just days before the start of the Olympics, to encourage a similar sense of unity in this sporting event between nations, that the Olympic Games brings to all the other sporting events represented. This

was definitely achieved. The qualifying criterion for competing athletes was to have placed first or second in a national or international pole sports competition within the last two years. Sixty athletes representing twenty-five countries applied for the categories including women's, men's and doubles. There was a performance by Para-pole champion Deb Roach who only has one arm.

The first day of preliminaries showed some superb routines but the nine judges used their skills in the field to announce ten women's finalists, five men and four doubles. The day of the finals was electrifying. Spectators were sitting on the edge of their seats amazed that anyone could possibly improve on the previous day's routines. No one was disappointed and the event was a huge success.

Next year – watch this space!

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Nordic Walking

Nordic walking is the ultimate in outdoor exercise training, suitable for all levels it provides the fitness professional with the ability to simulate the training effects of a crosstraining machine pretty much anywhere.

So much more than simply walking with poles like ramblers do, this technique came from cross country ski training and if done correctly, burns more calories than running or swimming. Why? Because it uses 90% of the major muscles in a natural but effective way. Clients love it because they feel lighter on their feet and the poles actually propel them forward which means they go faster and further than usual.

The technique can be adapted to any fitness level from absolute beginner to committed sports enthusiasts.

It's great as a group concept too, in fact many Nordic walking instructors run 'clubs' with as many as 100 members and have a full programme of workout walks & other sessions such as wellbeing and circuits.

Nordic Walking UK has trained over 2,000 Instructors and provides support packages to help them attract and retain their clients with innovative branded modules such as ski fit & weight loss.

To find out about becoming an Instructor visit
www.nordicwalking.co.uk or call 0845 260 9339

Sport & Dance

By Gemma Quinnell

Olympic fever has well and truly kicked in but what about a sport that hasn't quite made it to the stadium yet? Think hot. Think elegant. Think wild. Think DanceSport!

Although most definitely considered a sport and recognised by the Olympic Committee, it is still a fair way from being introduced to the games itself. However, don't let that stop you, DanceSport (or Ballroom dancing as you might refer to it) has many qualities that can be enjoyed.

It can be extremely sociable

Ballroom dancing can be enjoyed as an individual or with a partner. It is also a great way to get out and make new friends and you can even "dress up" for the occasion!

It encourages creativity

Each dance tells a story and uses a different style of music. Whether you want the classic Foxtrot, the beauty of the Waltz or perhaps you want to release your cheeky side with the Cha Cha Cha or the intimacy of the Rumba... there's a dance to suit everyone.

Stress reduction

Activity, laughing, socialising and learning all stimulate the brain and help to reduce stress and anxiety. This sport has it all.

“

there's a dance
to suit everyone.

”

Increased physical performance

Ballroom dancing improves motor skills, strengthens bones and muscles and improves cardiovascular capacity.

Ballroom dancing is a diverse sport, suitable for all ages. Shows such as “Strictly Come Dancing” have brought this magnificent sport to dominance in recent years, proving this is a sport that everyone can enjoy and a sport where, unlike most others, both males and females can enjoy together.

Gemma Quinnell’s Health, Fitness and Dance

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Inspire a Gene

2012 Is an iconic year celebrating our British heritage with the queens diamond jubilee ,and the Olympic games. After years of planning and preparation the games are upon us inspiring generations, to be part of it!

This will prove to be a true summer of sport! With inclusive events and projects open to everyone irrespective of age, race, diversity, sexuality, gender and belief. Olympic and Para Olympic athletes are at the heart of the games and with 36 sports ranging from archery to wrestling the games will prove to be a catalyst for change and inspiration.

My chosen field of sport, natural bodybuilding is not part of the games at present but hopefully, will be included in the future. Similar disciplines, techniques and qualities are employed in sports at the games with elite athletes dedicating 33 hours plus to their preparations in the lead up to this life changing event.

The government promises a health 'legacy' post Olympics on research at drug free Olympic testing

laboratories looking into biological markers of health and disease and wants to create a sustained ,cultural shift towards greater participation in sport, via Sport England and non departmental bodies and lottery funding. Improving facilities, developing all sports at a community level .

With FIA (fitness industry association) initiatives such as SPOGO www.spogo.co.uk - digital legacy and 'Our greatest team' pledge - encouraging fitness trainers and coaches to inspire, pass on knowledge and skills for future generations www.movergy.com and become ambassadors in their chosen sport. Community events are being arranged to make 2012 the year of "Summer of Sport" .

I hope you will become part of this inspirational team - encouraging a healthy lifestyle through active sport for all generations -so they can go for their own personal GOLD!

Sharon Clare
Bodycoach fitness
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Sharon Clare

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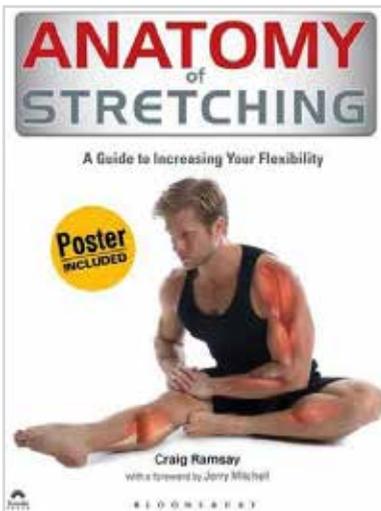
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Competition

Up for grabs is this fantastic book, now in your local bookshop or online for RRP £16.99



Craig Ramsay guides you through the Stretching Session which targets all the major muscle groups, from your feet to your face. Also included is the focused Quick Stretch Program - a must for those who want to look and feel great, but don't always have the time for a full session.

Special sections on stretches for expectant mothers, for partners and for the office show you how to adapt a routine for any circumstance. Full colour photographs and clear step-by-step instructions will take you through each stretch, while detailed anatomical illustrations highlight your target muscle groups.

How to Enter

To be in with a chance to get your hands on this fantastic prize, simply visit our Facebook or Twitter page and 'like', 'share' or 'retweet' our competition post. Yes it really is that easy!

[facebook.com/professionalfitness](https://www.facebook.com/professionalfitness)

twitter.com/profitinsurance

Competition closes at midday on Friday 24th August 2012. Winners will be announced on our Facebook and Twitter pages so be sure to keep checking them for this as well as conversations on the latest fitness news, special offers and future competitions.

Good luck!

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