



## Excellent Entrepreneur Award for AP

**-Dragons Den's Peter Jones and celebrity photographer Rankin honour Winners-**

We have recently been awarded for our success in the national BT Business Essence of the Entrepreneur competition. This annual competition celebrates UK entrepreneurs that have demonstrated exceptional dedication and passion towards their work. There are 20 winners in total – who are all at the forefront of using technology to help them succeed in a variety of different ways, from interactive customer websites to GPS tracking devices.

Managing Director Samantha Hale said: "Entering the BT Business Essence of the Entrepreneur award encouraged me to look at parts of the business that you may not find time to look at on a day to day basis. As a winner, our business can only benefit from enhanced credibility and the image from Rankin is a great visual representation."

Head judge Peter Jones added: "The BT Business Essence of the Entrepreneur winners are bucking a trend, creating stand-out businesses, harnessing the developments of technology and thriving. I was massively impressed with the standard of entries, and the diversity of the entrepreneurs, and I congratulate the winners for being selected."

Samantha has now had the essence of her business captured in a stunning portrait by renowned celebrity photographer Rankin, and the image will be displayed in a public exhibition at the gallery@oxo on London's South Bank from 29th January – 29th February 2010. Find out more about the exhibition at [www.bt.com/entrepreneur](http://www.bt.com/entrepreneur)



## Highly Commended Small Business

In late 2009, AP was awarded Highly Commended in the Peterborough Evening Telegraph in the Small Business of the Year category. The photograph shows Sir Trevor McDonald with Samantha and Matt.

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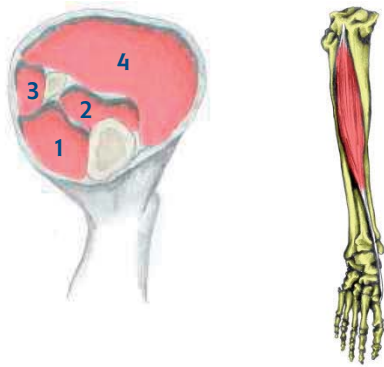
*Keith Openshaw,  
Physiotherapy Manager  
at the Fitzwilliam Hospital.  
Tel 01733/842519*

## Shin Splint Pain: Chronic Exertional Compartment Syndrome

**This is one of the conditions which can produce shin pain common with running.**

There are several fascial compartments in the lower leg, the first two commonly cause symptoms collectively known as shin splints. Each compartment is covered by an inflexible sheath containing muscles nerves and blood vessels. With training muscles become bigger (hypertrophy) or when injured they can become swollen, this combined with the increasing demand for blood flow, within the compartment when the muscles are exercising, causes an increased pressure within the fascial sheath. This increased pressure can close down the veins, which further increases the pressure within the fascial compartment creating lower leg pain.

1. Anterior Compartment (45%)
2. Deep Posterior Compartment (40%)
3. Lateral Compartment (10%)
4. Superficial Posterior Compartment Syndrome (5%)



### Characteristic symptoms:

- Diffuse pain described as tight, cramp like, most commonly over the anterolateral aspect of the shin although the condition is also common in the calf and the foot or thigh.
- This pain presents itself at a specific intensity or distance during running
- The pain can reduce when you reduce your intensity of running (speed)
- When you stop running then the pain quickly dissipates
- When examined there are commonly no musculoskeletal signs or symptoms. (the pain can only be reproduced during a run)

Treatment initially includes the Conservative management of any muscle damage, stretching and strengthening of the involved muscles.

Activity modification: i.e. Relative Rest, training below the threshold of pain, most people will need a Biomechanical Assessment, and the use of orthotics to reduce unnecessary muscle fatigue. We can also use Myofascial Release Techniques to increase the extensibility of the fascial compartment.

In very bad cases they will require surgical management which involves a fasciotomy, which is an incision into the fascial compartment to reduce the pressure around the muscles.

## In-store Sessions from Core Cambridge

**For 2010, AP has joined forces with sports performance experts Core Cambridge to provide FREE injury treatment and advice for performance improvement to all our customers within our newly extended Cambridge store.**

Core Cambridge is a sports performance company which provides pioneering injury rehabilitation and performance improvement techniques to sporting governing bodies such as England Athletics, Irish Rowing and British Diving, as well as local squads such as Cambridge University Boat Club, Cambridge Rugby Club, Cambridge United and the Cambridge Network of running clubs.

The FREE advisory in-store sessions include:

- Injury prevention/ rehabilitation
- Core stability
- Warm-up/ cool-down
- Running technique
- Running planning
- Exercise technique

If you have any niggling injuries, have decided to take your running a bit more seriously, want to improve your core stability or running technique, or simply feel like getting a bit more flexible, then keep your eye on the AP website and in-store for further booking/session information.

[www.advanceperformance.co.uk](http://www.advanceperformance.co.uk)

In-store Core Cambridge will be offering free advice and training materials, as well as a programme of seminars and coaching courses at their high-performance facility in north Cambridge.



## Cambridge Festival of Running

Cambridge Festival of Running 2010



Following the extremely successful first Cambridge Festival of Running launched in 2009, this has now become an established part of the running calendar. The 2010 Cambridge Running Expo will be held from 10am on Sunday 7th February at Cambridge University Athletics Track. The Cambridge Cambourne 10K will be in Cambourne at 11am on Sunday 11th April

For a fee of £15, the Running Expo will include:

- Celebrity talks, group and individual training sessions and a sportswear fashion show
- Experienced runners training sessions for those more used to 10k and Marathon running
- A practical training session for absolute beginners including advice on footwear, nutrition, stretching and injury prevention.
- Running exhibition

Last year the Cambridge Cambourne 10k had 1000 participants and this year's limit is 1250. The distance is long enough to be challenging and short enough to be accessible to everyone with the determination to put in some training. It is an ideal warm up to the London Marathon and is over a lovely off road rural course, through woodland and wildlife meadows. In 2009 we raised over £7000 for charity. Our official charities for 2010 are Anna's Hope\*, Cambridge and Coleridge Athletics Trust and the Wildlife Trusts.



Book your place for both the Expo and the Race by logging on to [www.cambridgefestivalofrunning.com](http://www.cambridgefestivalofrunning.com)

### AP Sponsors Great Eastern Run

10.10.10.10.10



To celebrate the Great Eastern Run's fifth year return to Peterborough, the 2010 event will be held on Sunday 10 October 2010 at 10.10am.

There are two runs in the race: 13.1 miles, which is the main Great Eastern Run and 4km which is the Fun Run.

The newly refurbished Cathedral Square will again be the start of this fantastic race and as in previous years, finishing on the embankment.

The organisers are currently setting up the system for web entries, so to register your interest please email [thegreasterrun@peterborough.gov.uk](mailto:thegreasterrun@peterborough.gov.uk) with your name and email details to be kept up to date and be informed when web entries can be made.

### A1 Series



Sue Ryder Care – Thorpe Hall Hospice were delighted to have the support from the A1 Series of races again this year. From the Beast of Sutton's gruelling terrain to the flat fast streets of Bretton, the series attracted hundreds of runners; each entrant ensuring that 25p was donated to Thorpe Hall.

The annual eight races that make up the series range from 5 to 15 miles and took runners out to Folksworth, Ely, Thorney, Eye, Ramsey, Orton and Bretton. In winter frosts and summer heat, the runners pound the streets, knowing that their fitness regime is also helping others.

The A1 Series is sponsored by Advance Performance and Mizuno and in 2009 it raised a wonderful £1435 for Thorpe Hall. In 2010 the Series is again being sponsored by AP who has joined forces with running shoe manufacturer Brooks. There are nine races this year, including the new March 5th Spud Run.

For the full list of races in the A1 Series plus our other events mentioned on this page, please see the last column of page 4.

## New Staff

Two new full time members of staff have joined us in the last few months. Degree qualified Nathan Hill joined in a customer service role at the Peterborough running store and then was promoted to become store manager for Cambridge in December 2009. Qualified pilot Tamryn Saby joined the Cambridge store in June. These full time positions reflect the growth of both stores over the last 12 months.

Nathan Hill, 28, combines his passion for sport; running, cycling and rugby with



his strong focus on customer service. A native of Peterborough, Nathan says, "With my chosen career and background in customer service, I really enjoy working with customers on a daily basis. It is fantastic to have a running store with such an excellent reputation on my doorstep and I am thrilled to be part of the team."

The Cambridge store now employs a team of four staff. Tamryn Saby, 33, formerly worked in aviation as a member of airline cabin crew, Tamryn also recently qualified as a commercial pilot. She now has her feet firmly on the ground and is enjoying her work with customers at the Cambridge store. A club tennis player, she is busy after work too.



## Our nominated AP Charity – Anna's Hope

[www.annashope.co.uk](http://www.annashope.co.uk) Registered Charity No: 1116512

For the last year, the team at AP has been working with our nominated charity Anna's Hope. Most of our fundraising efforts in 2010 will go to this deserving local Stamford based cause.

### What is this?

This is a very new fund-raising cause, set up by Anna's parents (with her five Godparents as trustees) following the death of one very small, brave, little girl.

### What can this charity do?

Following further investigation with consultants and scientists they have confirmed that much more could be done for children and young people diagnosed with brain tumours specifically in the area of aftercare and research. Therefore the aim of the charity will be to raise money to improve the rehabilitation facilities and support for those children who survive and to fund research into the cure of children and young people with brain tumours.



## Anna's story...



Anna was diagnosed with a brain tumour in February 2005 and following a 7-hour operation to remove it she underwent an intensive chemotherapy programme at Addenbrooke's Hospital in Cambridge. For 15 months she spent every other week in hospital but sadly, like the majority of children diagnosed with brain tumours, Anna lost her battle and passed away aged 3 years 8 months.

She was an inspiration to everyone she met. Anna never once complained that she had lost her hair or had to be fed through a tube in her nose. She was courageous and even though she was frightened many times when she was in hospital, she never once refused to do what was asked of her. Despite the constant drain on her energy that comes with chemotherapy Anna was full of life, full of character and full of mischief.

Throughout Anna's treatment my wife Carole and I were privileged to meet a lot of brave children like Anna – too many in fact. We also discovered that, whilst all children's cancers are serious, many of them, like leukaemia, have high cure rates, however some cancers, like brain tumours, have very low survival rates. However those fortunate to survive the gruelling treatment programme of chemotherapy and radiotherapy can have significant problems with learning ability and behaviour. Before we knew Anna was going to die, Carole and I vowed that we would try our best in the future to help those children with brain tumours and try to improve their chances of survival and rehabilitation. Anna's death has given us extra purpose to achieve this goal, albeit an enormous challenge, but if we all had the attitude of not doing things because it was too difficult we would not have seen the significant advancement in medicine over the last 25 years.

Inspired by Anna and children like her who battle every day, with your help we want to give future children a better chance of survival. **Robert Hughes**

## Sarah Outen: Stunning Success!

In 2009, our friend and customer rowed across the Indian Ocean. Sarah tells us, "Alone: just me and my little boat, Dippers. A journey embodying commitment to life and survival in the elements, I rowed over 4000 miles from Australia to Mauritius. On the way I broke 2 oars, ate 500 bars of chocolate and still lost 20kg bodyweight. It took me 124 days and we scooped a few world records along the way: first woman and youngest person to solo the Indian; youngest woman to solo any ocean. It was raw and elemental - just as adventure should be." See: [www.sarahouten.co.uk](http://www.sarahouten.co.uk)

Sarah's next project is bubbling away, to be announced later in 2010.



## Upcoming Events

### Cambridge Festival of Running 2010

Comprising:

Running Expo - 7th February 2010  
Cambridge Cambourne 10k - 11th April 2010  
[www.cambridgefestivalofrunning.com](http://www.cambridgefestivalofrunning.com)

### Great Eastern Run

10th October 2010  
[www.greasternrun.co.uk](http://www.greasternrun.co.uk)

### Run The A1 Series 2010

Folksworth 15 - 24th January  
[www.yaxleyrunners.org.uk](http://www.yaxleyrunners.org.uk)

Thorney 10k - 28th March  
[www.thorneyrunningclub.co.uk](http://www.thorneyrunningclub.co.uk)

Eye 10k - 9th May  
[www.eye10k.co.uk](http://www.eye10k.co.uk)

Abbey 10k - 13th June  
[www.ramseyroadrunners.org.uk](http://www.ramseyroadrunners.org.uk)

Sutton Feast Beast - 27th June

March 5 Spud Run - 4th July  
[www.marchathletics.co.uk](http://www.marchathletics.co.uk)

Bushy 10k - 11th July  
[www.bushfieldjoggers.co.uk](http://www.bushfieldjoggers.co.uk)

Thorney 5 Mile - 15th August  
[www.thorneyrunningclub.co.uk](http://www.thorneyrunningclub.co.uk)

Nene Valley 10 - 5th December  
[www.nvh.org.uk](http://www.nvh.org.uk)

All dates believed to be correct at time of going to press.

## OPENING HOURS

### PETERBOROUGH STORE

Advance Performance  
5 Vitas Business Centre, Dodson Way,  
Fengate, Peterborough PE1 5XG  
Tel: 01733 891111 Fax: 01733 891202

**OPENING HOURS:**  
MONDAY & TUESDAY 10AM - 7PM  
THURSDAY 10AM - 8PM  
FRIDAY 10AM - 6PM  
SATURDAY 9AM - 6PM

### CAMBRIDGE STORE

Gusto Mill (Behind the Beefeater)  
Huntingdon Road, Cambridge CB3 0DL  
Tel: 01223 279191

**OPENING HOURS:**  
WED, THUR & FRIDAY 11AM - 7PM  
SATURDAY 9AM - 6PM  
SUNDAY 10AM - 4PM

Email:  
[enquiries@advanceperformance.co.uk](mailto:enquiries@advanceperformance.co.uk)

Website:  
[www.advanceperformance.co.uk](http://www.advanceperformance.co.uk)