



New Cambridge Store!

As a result of our business success and growing reputation, Advance Performance is delighted to announce the opening of our second running store in September 2007.



The store on Huntingdon Road, Cambridge will be open from Wednesday to Sunday each week giving customers even more access to our products and services. Together with Peterborough, this means that there will be an Advance Performance store open seven days a week. It will be managed by the same hands-on team as the Peterborough branch. For directions and opening hours, please see: www.advanceperformance.co.uk

Managing Director, Samantha Hale, said, "This marks a very exciting time for us all. We have achieved several business awards for our service. The time is now right to expand and we have a dedicated team to bring this about."

Runner Up National Retailer of the Year

At a lavish British Small Business Champions Awards (BSBC) gala dinner in London in June, Advance Performance became National Runner Up Retailer of the Year, with the winner going on to become the overall national winner of the Federation of Small Businesses BSBC Awards.

The Awards for companies with under 50 employees, aim to celebrate and recognise the achievements and importance of the UK's small business sector. A fabulous trophy and certificate were awarded to Samantha Hale, who said, "It was an honour to be present at the gala dinner with Britain's top small businesses. We have learned so much from the experience, coming first in the central region and we look forward to competing again next time."



Business guru Geoff Burch with a delighted Samantha Hale, Managing Director of Advance Performance holding the BSBC Runner Up Trophy alongside Matt Parker, Director of Advance Performance and gala dinner host, Fiona Armstrong.

Esporta Marathon Challenge

Advance Performance has developed a partnership with Esporta of Thorpe Wood, Peterborough. For the month leading up to the Flora London Marathon on 22 April, AP sponsored 'The Marathon Challenge', offering a pair of suitable running shoes and gait assessment to the winner. Each participating member aimed to complete the total 26.2 miles over the challenge period which was monitored by record cards and Esporta staff. During the month, AP staff regularly attended the gym offering free advice for members.

We look forward to further joint working with Esporta.



Features in this Issue: • Joint Instability p.2
• Off Road Shoes p.3





Joint Instability and Running

By Emma Cranfield MCSP, Senior Physiotherapist, Capio Fitzwilliam Hospital

Balance

Often after sporting injuries, commonly at the knee or ankle, our pro-prioceptive (balance) senses are often reduced. In other words, co-ordination is often impaired, which can lead to a reduction in power and performance.

What is Pro-prioception?

Pro-prioception is the interaction between the nervous system, muscles, tendons ligaments and joints. All these structures work closely together to provide us with information to guide us where, and how our joints feel e.g. if you have reduced pro-prioception you may be more unbalanced. Whilst running, you may have reduced awareness of how your foot is landing on the ground, which may lead to repeated overtraining and injury.

Our ability to perceive position, weight and resistance of objects in relation to the body is often impaired after simple injuries such as a 'twisted ankle'. Therefore it is important to incorporate some pro-prioceptive training into training programmes.

How do I test Pro-prioception?

You can try standing on one leg (or doing a single leg squat) with your eyes closed. You

may find that you are more steady or controlled on one leg than the other. If this is the case you may have reduced pro-prioception on that side.

How do I train Pro-prioception?

The most simple and cost effective methods are usually the best e.g.:

- Single leg balancing, with eyes open or closed, on different surfaces
- Single leg balance and squatting
- Lunges
- Heel raises
- Step ups
- Fast feet exercises
- Plyometric exercises i.e jumping and bounding
- Wobble board or rocker board exercises
- Gym ball or fit ball exercises.

All the exercises can be progressed or challenged by:-

Adding or taking away visual senses.

Cutaneous input is important, so bare foot exercises are best to increase pro-prioceptive feedback.

Vestibular challenges (this is finding surfaces that move to train with), e.g. wobble board, gym balls or trampette exercises.

What are the benefits of Pro-prioceptive training?

Improved performance

Injury prevention

Improved power and strength by neuromuscular feedback.

For further advice and information, please call the Physiotherapy Department at the Capio Fitzwilliam Hospital, Peterborough on **01733 842319**.



Advance Performers...

Mark runs Marathon for RNIB

Mark Scales was just sixteen when his eyesight started to deteriorate, changing his life forever. Sixteen years later, inspired by the London Marathon, Mark, at 32, has recently found a new lease of life by training for the 2007 London Marathon, with co-runner Paul Brain, both of Corby Athletics Club.

Members of the Athletics Club in Corby know Advance Performance well. Mark and Paul were advised to call in, being told 'It is a specialist running place which will provide exactly the right shoes for the job'. Mark comments, "They know their stuff alright. After watching my running movement being analysed on video, I could understand why a particular shoe would support my feet and help avoid injuries." Managing Director of Advance Performance, Samantha Hale, was only too willing to help and provided running shoes for their Marathon success.



More Than Just a Running Club!

This is the Club Chairman's opinion of March Athletic Club, Peter Jackman.

We meet every Tuesday and Thursday and have membership of approximately 100. Whilst taking training seriously, the social side is very important. We have 50 runners regularly attending each session where a cup of tea and a laugh are always enjoyed afterwards. Members also enjoy the Annual Quiz Nite and an occasional Karaoke evening (some better runners than singers!) Fast or slow – young or old – new runners or experienced – male or female - all are made welcome.

Staging of The Hereward Relay and The Mondri 15 are good examples of the teamwork involved within the club. We participate in the Round Norfolk Relay, and in the winter months, in The Frostbite Friendly League which allows us all to get to know members of other clubs in the area. The club also takes on marshalling duties in the very enjoyable London Marathon and we always have several runners from the club taking part. www.Marchathleticclub.co.uk Email: Genajackman@aol.com



LATEST PRODUCTS

Mud Glorious Mud!

By Matt Parker

Most people love to run off road, softer surfaces are kinder to your joints; there is no problem with traffic and more chance of seeing some wildlife. During the drier months normal running shoes will be fine for most people, but when the going gets gooey some special shoes may help you stay on your feet.

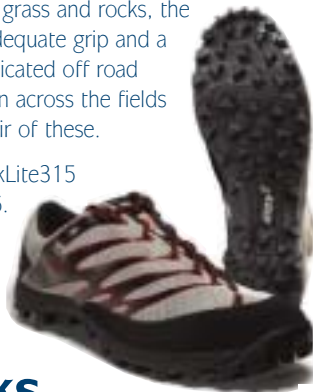
Specialist Off Road Shoes

Inov-8 are a specialist off road shoe manufacturer based in the North Pennines where they test their products on some of the harshest terrain that England's green and pleasant land has to offer.

If grip is your highest priority, very muddy conditions with minimum hard ground, then the MudClaw 270 should be your weapon of choice. Featuring 12mm rubber lugs on the sole that will dig through the soft surface into the harder ground underneath, the lugs are widely spaced so that they can clear any mud efficiently ready for the next step into the unknown.

For the more varied terrain of mud, grass and rocks, the RockLite 315 provides more than adequate grip and a surprisingly cushioned feel for a dedicated off road shoe. So if you are out for a long run across the fields or fells, perhaps you should try a pair of these.

Trail Magazine made the Inov-8 RockLite315 their best trail running shoe of 2006. Both of these Inov-8 shoes sell for £65 and are just part of our range of specialist off road running shoes.



Sealskinz Socks

Running off road often means puddles, and wet feet are fun for five minutes then the novelty wears off, so you may want to consider a pair of Sealskinz socks. Rather than a waterproof shoe that the water can easily leak over the top of, Sealskinz socks keep your feet dry however deep you go, trust me I know.

So rather than slip-sliding through the woods with wet feet, with some better kit, you can tip-toe through the tulips.

The Coolmax inner layer offers excellent wicking performance so your feet don't get too hot and sweaty.

Inner sock - 76% Coolmax, 23% nylon, 1% elastic

Outer sock - 88% nylon, 12% Lycra

Ankle length - 100% waterproof protection

Seamless technology - no bulky stitched seams

New stretch technology - superb fit, excellent comfort.

Sealskinz socks retail for £24.



Wobble Boards



Wobble Boards or Balance Boards can help retrain proprioception (the sense of balance) after injury, preventing further injury and ensuring a speedy return to sport. Failure to retrain balance after ankle sprains can lead to chronic weakness and recurrent sprains. They can also be used for exercising and strengthening core stability.

An alternative would be Trigger Point Technologies 'Stability Pods' which are specially designed to start at the very basic level and build up to stronger levels over appropriate increments of time to ensure the body's biomechanics remain sound through intense training. PODS have a concave shape, which challenge balance and symmetry causing the user to activate intense core strength, they come as a set of 3 (Level I, Level II, and Level III of difficulty).

Professional Sports Coaches, Physiotherapists and other specialists all over the World use the PODS because they are such a practical and useful tool to offer their clients and athletes for long-term home development training. Coming soon are books and workouts that will help you discover how to make maximum use out of the PODS. Everyone should start at the basic level and work up because practising POD work as part of a rehab/strength and conditioning programme will make massive gains in power and performance.

Stability Pods and a range of Wobble Boards are available from Advance Performance from around £20.

Nordic Walking

LEKI
www.leki.de

A new Sport for Everyone!

Nordic Walking is a technique first developed in the 1930s by Finnish cross-country skiers for summer training. It became a recreational activity in the early 1980s. It is now one of the fastest growing fitness sports suitable for elite athletes, fitness enthusiasts and for rehabilitation as it effectively uses all the muscles in the body.

It is estimated that there are now 3.5 million regular Nordic Walkers and 3000 instructors. The equipment required is a set of Nordic walking poles, which are like a ski pole but have a rubber foot on the end. These poles, ranging from £30 to £50 per pair, and gloves are now stocked by Advance Performance, with free taster sessions available



Photo courtesy of M. Zimmerman

AP Team News...

Five Category Bests ★★★★★

Advance Performance was given five category 'bests' when benchmarked recently by Business Link for Cambridgeshire.

Now in our third year of being assessed using the DTI supported Business Performance Diagnostic survey in which we were compared to businesses with a turnover of up to £2million in the sports retail, footwear retail and specialist retail sectors. The 'bests' were for value added, lack of money owed, pre tax profit, days spent on business improvement and turnover per employee. The survey also showed that staff are experienced and well trained, with employee training expenditure being 24 times greater than the average for the companies surveyed.

East of England Business Awards

Once again, Advance Performance was a finalist in two separate categories of the Business Weekly East of England Business



Awards, pipped to the post by a multi-national with a £66M turnover business!

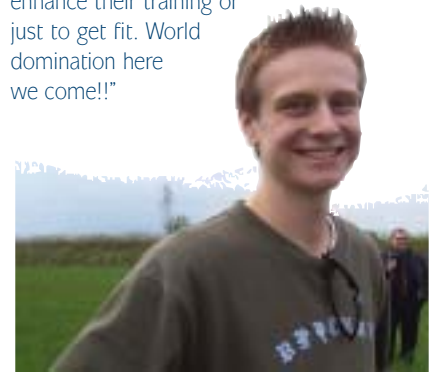
Farewell to 'Young Adam'

Now in the last year of 'A' levels, Adam is due to begin studying Sports Science and Management at Nottingham University this September, expanding the knowledge that he has gained from being with Advance Performance since work experience in Year 10! (Then age 15 in old money!)

Adam comments, "Having started swimming at an early age for the City of Peterborough Swimming Club (COPS), I

quickly became enthusiastic about sport and competition. I then spread this energy and interest into running, where I frequently performed and represented the county, for both Cambs and Lincs, on the track and in cross-country. My particular sporting interests are squash, rowing and the odd bit of snowboarding, as often as I can, but carrying out the 'Iron Man' would be my ultimate sporting goal!

Working at Advance Performance has boosted many essential skills that will help me in the future, including communication skills and my ability to adapt to different situations and problems that customers have approached me with. Having been with the business for almost three years now, I have been able to watch the business develop into a successful and striving service for those who are eager to enhance their training or just to get fit. World domination here we come!!"



Instore Sports Therapist

Our Peterborough store is offering the complimentary services of Sports Massage Therapist, Dorothy Arthur, on every first and third Saturday in the month, between 10 and 3pm.

Flexible Work Opportunities

Additional staff are needed for both the Peterborough and Cambridge Stores. Opportunities for Full Time, Part Time or Job share, including weekends. We are recruiting very special people to join our friendly and professional team, where successful candidates will become involved in all aspects of our business.

Requirements:

- Confident and cheerful
- Flexible with initiative
- Passionate about exceptional customer care
- Hard working and enthusiastic

Contact Samantha Hale – please see contact details below.

Upcoming Events

A1 Series

Yaxley 7 Mile, Peterborough	24th Jun 2007
Abbey 10k, Ramsey	8th Jul 2007
Thorney 5 Mile, Peterborough	20th Aug 2007
Nene Valley 10 Mile, Peterborough	2nd Dec 2007
Folksworth 15 Mile, Peterborough	20th Jan 2008

Great Eastern Run

Get Fit for the Great Eastern Run, Holiday Inn, Thorpe Wood, 1st July 2007.

Training Evenings

Ideal for beginners wanting support and training advice to help them to complete their first 1/2 Marathon:

11th & 25th July	8th & 22nd August
5th and 19th Sept	3rd Oct

Great Eastern Run, Half Marathon and 5K

Peterborough	14th Oct 2007
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OPENING HOURS

MONDAY AND TUESDAY 10AM - 7PM
THURSDAY 10AM - 8PM
FRIDAY 10AM - 6PM
SATURDAY 9AM - 6PM

Directions

Take Junction 5 off the A1139 (This is the Showcase Cinema exit off the main Peterborough Ring Road system). Follow the sign to Flag Fen. At the next roundabout take the third exit. Follow the road round the sharp left hand bend.

About 1/2 mile further on the right hand side you will see a large cream coloured building with a red roof - the Vitas Business Centre. Turn right into our car park.

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