

FOOTNOTES



Quarterly News, Advice and Latest Products from Advance Performance

Announcing the Triathlon Centre, Peterborough

The Triathlon Centre is a partnership between Advance Performance and neighbouring stores, GreenWheel Cycles and Crightons Hydropool providing triathletes with a one stop shop for all their sporting needs.



Managing Director, Samantha Hale, said, "With three separate stores under one roof specialising in each aspect of the triathlon sport, together we can offer a unique service as a major triathlon centre in the Eastern region."

Joint wetsuit testing events have already been held, providing the opportunity to discuss the full range of wetsuits with a brand expert and have the chance to actually try before they buy, in a Hydropool Swim Spa.

We are ready to guide beginner triathletes through those all important first choices and to also provide the more experienced athlete with a huge range of running shoes, bikes and clothing to support your training and competition needs.

The Triathlon Centre's other services include professional Bike Set-Up, Sports Science, Nutritionist, Gait Analysis, Physiotherapy and Coaching

The new joint Triathlon Centre website will be available from June 2011 at www.triathloncentre.co.uk

Ribbon cut on new store

Dr. Ron Hill MBE officially opened the new premises for Advance Performance.



Local running specialists, Advance Performance, have opened their new store with in to Fengate East, Peterborough. There to officially open the new premises was former Olympian Dr. Ron Hill MBE.

Before the official opening of the store, local runners had the chance to go for a run with Ron, obtaining coaching and advice along the way. During the session, the lucky individuals had the opportunity to find out Ron's running secrets and how he become a formidable athlete in the 1970's, where he became the second man in history to break the 2:10 hour marathon time and became the first British runner to win the Boston marathon. Ron, who even at the age of 72, still takes part in a number of races throughout the year. As well as his sporting achievements, Ron also started his own company, pioneering a number of products of which we recognise today, such as tracksters, mesh vests and waterproof running jackets.

With Ron cutting the ribbon, the move for Advance Performance has seen them double in size, allowing the store to provide additional triathlon equipment, sports science testing and, in association with the Fitzwilliam Hospital, in store physiotherapy.



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Compartment syndrome



By Emma Cranfield Senior Physiotherapist, The Fitzwilliam Hospital Peterborough. With a clinic at the Peterborough store.

Compartment syndrome is a serious but fairly uncommon condition, it is more likely to occur after severe trauma or surgery but it can occur after severe overuse and has been known present in runners, cyclists and other sports.

What is a compartment?

We have a structure called fascia within the body, this is a connective tissue which does not expand. It is responsible for dividing muscle groups with their supplying nerves and blood vessels. For example the lower leg / calf is divided into three compartments anterior, posterior and lateral.

So what is compartment syndrome?

Compartment syndrome is where pressure or swelling builds up within a compartment; this then restricts blood flow to the nerves and muscles. Without enough blood flow to structures they become ischaemic and eventually die.

The lower leg and forearm are the most commonly affected areas, but usually after excessive swelling which leads to the build-up of pressure.

Symptoms

- Reduced Sensation or pins and needles
- Weakness

- Severe pain at rest that increases with activity
- Paleness of the limb
- Swollen, shiny skin

Diagnosis

Very early compartment syndrome can be hard to detect and can present very similar to shin splints / tibial stress syndrome. However, the main difference between shin splints and compartment syndrome is that with compartment syndrome there is pain at rest and this becomes unbearable with exercise usually before 20 mins the athlete would have to stop as the pressure building up becomes intolerable.

The most accurate way to diagnose compartment syndrome is to measure fascial pressure, anything over 30mmHg would be considered too much pressure in the compartment; this is measured by inserting a needle into the compartment to get an accurate reading. An MRI scan would also give some information to clarify diagnosis.

Treatment / Prevention

In the early stages Rest and Ice, physiotherapy measures to reduce swelling within the compartment. As there is a build of pressure within the compartment anyway, caution should be taken with too much compression.

When compartment syndrome is severe, surgery is the only real cure where the surgeon would release the fascia (fasciotomy).

Prevention is always better than cure, so a structured training programme that incorporates recovery is vital for every athlete. Measures that promote recovery for example good nutrition, stretching, sports massage, sensible training and racing, are all key!

Sports Science Testing

Accurate, customised training programmes from VO2 assessment available by appointment at both stores. Cost £40.

One customer relates his experience...

My VO2 Max Test

Edited excerpts from an article by Eamonn Dorling

On Christmas Eve I managed to avoid the crowds and do some important running research – I hope you find it interesting, and potentially an extra tool to help you improve your performance!

At a basic level the VO2 measurement is an indication of how efficiently your body can convert oxygen into physical effort. One way of scientifically establishing this is to analyse the air on intake and compare it to what your lungs exhale while performing work on a treadmill – this was how I completed my test at Advance Performance.

What happens at a VO2 test?

I arrived at Advance Performance with my running kit on and my kit bag with a change of clothes and a towel as I was warned that the test lasts 30 minutes – and you will sweat! They do have a shower as part of the service.

Mike Chapman greeted me, then

after entering some basic information into the computer, a mask was secured over my nose and mouth so that the air I breathed could be analysed – it was very comfortable and did not restrict the air flow, plus heart rate monitor. Initially the treadmill was set to a brisk walk then a jog and gradually increased as a warm up. After about 7 minutes Mike increased the speed and continued to make adjustments ensuring the test was conducted at about 85% of maximum heart rate. This was followed by a short cool down.

The Results:

I was issued with a presentation pack, from the VO2 table I could read off my age range expectation figure and my test score which was described as Excellent for my age category, my Body Mass Index was below the 'obesity threshold' and my Overall Fitness Index was 96% - so not a bad starting point.

What Next:

I was interested in Mike's analysis of the information – particularly whether he thought I could run at 8mph for 5 hours – which was my objective for a February race. He thought that this is achievable; he also indicated that if I want to run shorter distances quicker – that I should include some additional speed work to develop my tolerance to the higher stresses of

faster running. I booked a follow up test to see what effect the next 8 weeks training has before my race.

General Conclusions:

I always had the heart rate figure of 130 bpm as a minimum to result in a training effect – I now know that for endurance it should be between 108 – 139, for 'Threshold' 140 – 152, Race Pace is 153 – 158 and VO2 Max between 159 – 165. Oh and below 108 is Fat Burn.

The accompanying pack also indicated some areas to review and a complete workout programme including exercises and diagrams is available as an additional option.

Update:

Following the first test I continued long distance training averaging about 60 miles a week with a few races thrown in for good measure. On 17th February I had just started my taper down so I was feeling pretty relaxed and not too tired.

The final result showed an improvement in overall cardio-respiratory fitness from 46.5 to 53.6 (ml/Kg/min) which moved me from 'excellent' to 'superior' – which made me feel good. Getting into the data a bit more revealed that for a given amount of work my heart rate was working at a



slower rate, for example in endurance mode I could achieve a work load of 750 Kcal/hour with a heart rate of 93 – 128 bpm, last time I achieved 650 Kcal/hour at 102 – 133 bpm.

Mike Chapman, who managed the session gave me some positive feedback indicating that I should have some confidence with the challenge ahead – but at no time did he volunteer to run with me! The proof would be in the eating and I did successfully complete the race with a time of 5hrs 01 min 14 secs – just a fraction outside my 5 hour goal.

My next goal is to improve my shorter race distances – so a change in training focus and see if I can improve on my VO2 analysis.

Whatever your age, ability or ambition, these tests will help you to train safely and efficiently. This fully interactive test takes around 30 minutes and is designed to maximise your efficiency.'

EVENTS

Perkins Great Eastern Run 2011

Once again Advance Performance is one of the main sponsors of the Perkins Great Eastern Run half marathon and 4k Fun Run, which takes place in Peterborough on Sunday 9th October 2011



What many of you may not know is that MD Samantha Hale has worked tirelessly in the background since the race returned in 2006, generating sponsorship from local and national companies. In partnership with Peterborough City Council and main sponsors Perkins Engines, she has played a major role in making the race the success it is today. In 2010 the race celebrated a record number of entries together with the second fastest time recorded in the country for a Half Marathon in 2010: 62mins 16sec.

In recognition for her efforts, Sam was given the official title of Perkins Great Eastern Run Commercial Director, by the event organisers.

Organisers and sponsors alike attended the official launch in May along with Commonwealth games 1500m bronze medallist and McCain UKA ambassador Steph Twell (pictured with Samantha Hale).

As part of the event in October, McCain, Principal Partner of UK Athletics, is bringing its interactive McCain Track and Field road show experience to the Perkins Great Eastern Run. The roadshow will give youngsters the unique opportunity to try out the different basic elements of athletics in a fun environment.

Perkins Engines Company Ltd is the principal supporter for the next five years. Invaluable help has been secured from sports clothing firm Ron Hill, McCain, Advance Performance, Sainsburys, Fitzwilliam Hospital, the Park Inn Hotel, ChromaSport and Trophies and KSwiss, who are one of the sponsors of the LA marathon.

For more information and details of how to enter this years races, visit www.perkinsgreateasternrun.co.uk or www.facebook.com/theperkinsgreateasternrun



Marathon achievement

Co-director Matt Parker has successfully completed his first ever marathon and then went on to complete a second!

At the invitation of Brooks, Matt ran in the Las Vegas Marathon in December 2010 and then courtesy of K-Swiss he competed again in the LA Marathon in March 2011.

Despite awful weather conditions in Los Angeles, which saw runners depart from the Dodger Stadium to some of the worst rain and wind the city has experienced in years, Matt improved on his Vegas time by 45 minutes.



Gait-way to Science Festival

Advance Performance, Peterborough, took part in Peterborough's very first Science Festival on Tuesday 8th March.

The Science Festival, a collaborative partnership between Aimhigher, Thomas Deacon Academy, Peterborough Regional College and University Centre Peterborough, was opened by Dr. Christian Jessen of Channel 4's Embarrassing Bodies.

Advance Performance was just one of many companies from the local business community taking part in the week long festival.

Two team members brought Sport Science to the foyer of the University Centre where they performed a basic gait assessment on visitors.

Using a treadmill, special video equipment and either the visitor's current shoes or a neutral pair brought along from the Advance Performance store, they demonstrated how the shoe was performing against the visitors' unique needs.

Managing Director, Samantha Hale, said, "It's great to have been invited to take part in the festival and help to promote sport science to young people in the area."

Promotions

Tamryn Saby

Who joined the Cambridge store in 2009 is now store manager

Mike Terry

Has been promoted to supervisor in Cambridge

New Staff



Howard Piccaver

Howard has been a member of The Society of Sports Therapists since 1998 and graduated from

the University of North London (now London Metropolitan University) in 1999 with a 1st Class Honours degree in Sports Science and Sports Therapy.

Info



Mike Chapman

Peterborough Store

Mike has had a good season over the country, fourth overall in the

Lincolnshire Cross Country League, top 20 in the North Midlands League and finishing in the top 300 in the country whilst running for his county at the Inter-Counties and World Cross Country Finals. Future goals: to run well at the Perkins Great Eastern Run and the Great South before competing in another successful Cross Country season.

Phil Bricknell, Tom Rogers, Ben Hale & Jack Huddlestone have also joined Advance Performance.

Sarah Outen Update

Local inspiration to travel from London to London, via the World

A day in the office can often be thought as mundane, uninteresting or even repetitive for many of us in our jobs. But for one local, no two days will be the same, as a journey will begin to travel solo around the World just using human power.

Local inspiration Sarah Outen embarked on another expedition that is to push the limits of human achievement. Another Guinness World Record will be broken in the process by travelling from London to London via the World using nothing more than human power, a kayak, a bike and a rowing boat to help her.

Her journey started and will finish at the Tower Bridge in London and cover 20,000 miles, across three continents and two Oceans. Over two years, Sarah will go through many countries including Europe, Russia, China, the USA and Canada as well as being only the third person, and first woman, to cross the North Pacific from Japan to Canada. But Sarah won't just be aiming to get from one continent to another to achieve this amazing feat; she will also be involved in local school activities in Japan and will visit schools whilst travelling across the USA and Canada.

This is not the first time that Sarah has embarked on such a journey; she was the first woman and youngest

person to row solo across the Indian Ocean at just the age of 24. All these efforts are for charity and £30,000 was raised from that one journey. Now Sarah is hoping to raise more for her latest adventure.

Local running store specialist, Advance Performance, have sponsored Sarah throughout many of her incredible journeys that have seen numerous records broken. Managing Director, Samantha Hale, said "It is an absolute pleasure to support such an ore inspiring individual, not only for the achievements that she has made in the record books, but also in what she has accomplished for well deserved charities. We are very proud to be part of her journeys and will support her all the way in her new challenge."

On April 1st 2011 Sarah began her journey across the World, one that will test the physical and psychological capabilities of human achievement, as she battles through the rough seas and tackles the miles of tarmac single handed. Follow her progress online at www.sarahouten.com



Upcoming Events

Coaching Events

Peterborough Beginner Runner Sessions

1st and 3rd Saturday of each month from the Peterborough Store

Call 01733 891111 for full details and to book your place

Cambridge Runs for Mums

Six week course from Thursday 9th June at 9.30am from the Cambridge Store.

For beginners, with the aim of being capable of running a 5k after 6 weeks.

£15 for the 6 week course, puschairs welcome!

Call 01223 279191 to book your place

Call or go online www.advanceperformance.co.uk for new dates

In Store Events

Why not join us on Facebook or Twitter and keep up to date with more Triathlon & Wetsuit Testing events?

Advance Performance A1 Series

12 June 2011 - **Abbey 10K, Ramsey, Cambs (& 3K Fun Run)**

3rd July 2011 - **The March 5 Spud Run (& 1.5m Fun Run)**

10 July 2011 - **Bushy 10K, Peterborough (& 3K Fun Run)**

14 August 2011 - **Thorney 5 Mile, Nr Peterborough**

4 December 2011 - **Nene Valley 10 Mile, Peterborough**

Marathon & Half Marathon

18 September 2011 -

Grafham Water Marathon & Half Marathon

9 October 2011 -

Perkins Great Eastern Run Half Marathon, Peterborough (& 4K Fun Run)

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

For the latest event info visit our website, Facebook and Twitter

OPENING HOURS

PETERBOROUGH STORE

Advance Performance

5 Vitas Business Centre, Dodson Way, Fengate, Peterborough PE1 5XG

Tel: +44(0) 1733 891111

OPENING HOURS:

MONDAY & TUESDAY 10AM - 7PM

WEDNESDAY 10AM - 6PM

THURSDAY 10AM - 8PM

FRIDAY 10AM - 6PM

SATURDAY 9AM - 6PM

(Closed Sun & Bank Holidays)

CAMBRIDGE STORE

Gusto Mill (Behind the Beefeater)

Huntingdon Road, Cambridge CB3 0DL

Tel: 01223 279191

OPENING HOURS:

TUE, WED, THUR & FRIDAY 10AM - 7PM

SATURDAY 9AM - 6PM

SUNDAY 10AM - 4PM

(Closed Mon & Bank Holidays)

Email: enquiries@advanceperformance.co.uk

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