

# TenPilates

The growing requirement for better skilled and qualified fitness professionals is one of the most significant emerging developments in the fitness industry and a key theme of the American Council of Exercise's 2012 Fitness Trends report.



## ***The factors driving it include:***

- \* The increased understanding amongst medical insurance and private health companies of the importance of preventative exercise and prehabilitation – a view that the public at large is coming to share.
- \* Spending money and time on exercise – especially with both at more of a premium than ever before – is increasingly seen as an investment that needs to deliver results.
- \* A greater understanding of the risks inherent with improperly trained or under-qualified fitness staff – programmes and trainers that at best aren't capable of meeting the individual's needs or goals and that at worst can lead to serious injury.

Leading Dynamic Pilates company TenPilates recognised the fundamental importance of these factors some years ago. In fact this understanding has been key to the way TenPilates has operated since its launch in 2007.

It has led them to recruit and select their trainers incredibly carefully, with fewer than 1% of all initial applicants actually becoming TenPilates trainers. More significantly, it has also led to the creation of the TenPilates Academy.

Established over three years ago, the Academy is unique in the Dynamic Pilates sector and possibly in the UK fitness industry. Many of their competitors provide at best, week or weekend-long training and at worst, none at all. In contrast, the TenPilates course is a demanding full-time Dynamic Pilates training programme, usually run over a 6-8 week period.

The majority of TenPilates trainers were already qualified to degree level or its equivalent when they applied to join and include qualified physiotherapists, osteopaths and physical

therapists as well as injury rehabilitation or pre and post natal and sports specialists. However, no matter what qualifications, skills or levels of experience they already had, each of them has attended and successfully passed the TenPilates Academy course.

The TenPilates Academy inevitably represents a significant investment in the quality and expertise of TenPilates training teams – but it is an essential one. They are adamant that any exercise programme, especially one as specialist – and as intense, innovative and results driven – as Dynamic Pilates, should be delivered by trainers who are skilled and



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qualified to the highest standard. Alongside their expert training, TenPilates offer their clients a level of care that is unparalleled in its sector. The addition of physiotherapy, osteopathy, sports massage services and personal training to TenPilates' trademark results-driven, Reformer-based workout has enabled them to offer clients a totally integrated approach to wellbeing and a dedicated 'Circle of Care' that is unique in the UK and probably Europe.

In the traditional fitness/therapy industry model, physiotherapists and trainers work in isolation, even within the same practices or gyms. Access to clients is jealously guarded and information rarely shared. As a result, goal setting, progress management and injury prevention or correction is done piecemeal, with any overall health and fitness strategy or progression usually left to the client to manage.

TenPilates believes that there's a better way and that their Circle of Care is it. Ten's Therapists work side-by-side with the expert training team at TenPilates. Together, they're able to create a whole-life approach to fitness and wellbeing that's specifically designed to support every aspect of each client's programme.

By sharing information, experience, insights and client history, they are able to set and manage goals, provide continuity and development and help anticipate and prevent potential injury. Or at worst, minimise its risk and impact, and help clients make a rapid and sustainable transition from injury back to a fit, healthy and pain-free lifestyle.

This highly collaborative approach offers TenPilates' clients considerable advantages over other services offered in this area. Including a seamless and continuous progression of physiotherapy, rehabilitation, corrective and functional exercise programmes and the ability to constantly monitor, evaluate and adapt a client's programme, whether it is to help speed recovery, or achieve desired goals faster.

With their expert trainers and dedicated 'Circle of Care' approach to training, it is clear that TenPilates is ready to go the distance and invest time, money and significant effort to ensure their clients are receiving the best possible training and care available. **UF**