



**TRAINING**  
**UNITY** TOGETHER  
STRONGER

TRANSFORMING PHYSICAL, MENTAL &  
EMOTIONAL HEALTH IN MARLOW &  
MAIDENHEAD THROUGH  
**COACHING|COMMUNITY|EDUCATION**

# MUSCULOSKELETAL CONDITIONS STATISTICS

## 80% OF UK ADULTS EXPERIENCE BACK PAIN



Musculoskeletal conditions are a costly and growing problem.



MSK conditions are being fuelled by our ageing population and rising level of physical inactivity.



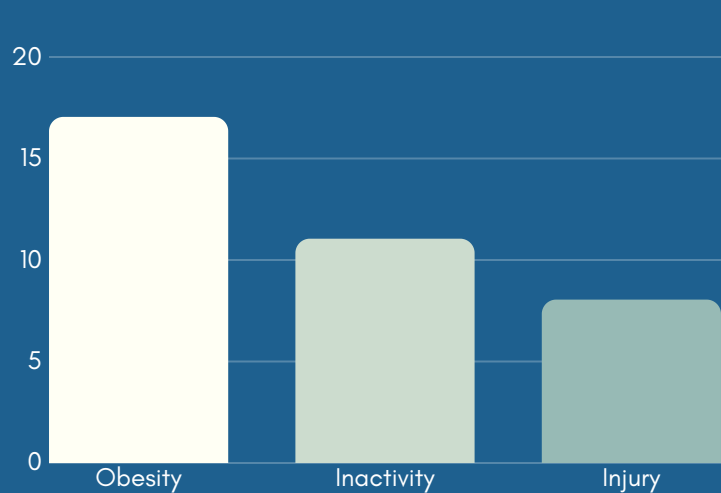
each year 20% of people in the UK see a doctor about a MSK problem.



The NHS spends £5 billion each year on treating MSK conditions.



One in six adults aged over 25 had reported back pain lasting more than three months. Mental health conditions can also increase the likelihood of developing some MSK disorder. For example, people with depression are at greater risk of developing back pain.



Major Factors



28.2 million days lost due to MSK conditions



2nd largest single cause of sickness absence in the UK

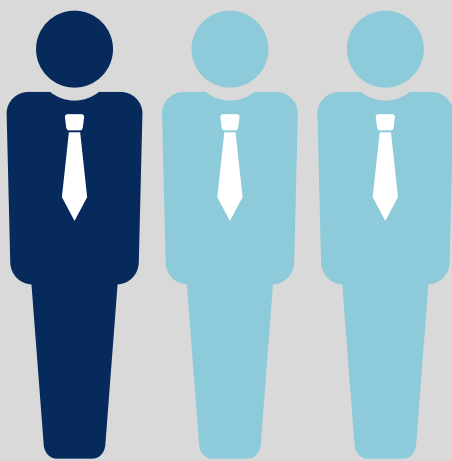


14 working days lost per year each case



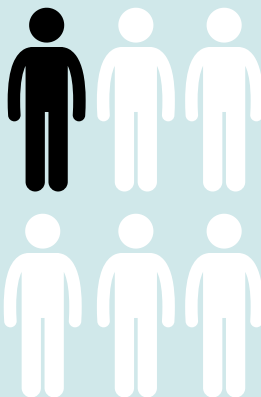
£5 billion annual cost to the UK economy

## HEALTH OF THE WORKING AGE POPULATION



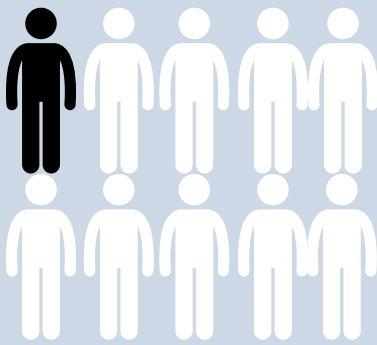
1 in 3

working age people in the UK have a health condition.



1 in 6

adults have experienced a common mental health disorder in the past week



1 in 10

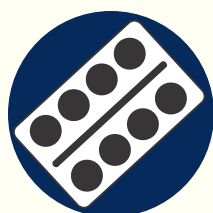
employees in the UK reported having a musculoskeletal condition

SOURCES:

<https://www.gov.uk/government/publications/health-matters-health-and-work/health-matters-health-and-work>  
[https://www.reading.gov.uk/media/9241/berkshire-a-good-place-to-work---annual-report-from-the-director-of-public-health-for-berkshire/pdf/adph\\_report\\_201920\\_-\\_final\\_oct19.pdf](https://www.reading.gov.uk/media/9241/berkshire-a-good-place-to-work---annual-report-from-the-director-of-public-health-for-berkshire/pdf/adph_report_201920_-_final_oct19.pdf)  
<https://publichealthmatters.blog.gov.uk/2016/01/11/preventing-musculoskeletal-disorders-has-wider-impacts-for-public-health/>

# SOLUTIONS THAT DO NOT WORK OR MAKE THINGS WORSE

## 80% OF UK ADULTS ARE AFFECTED



Painkillers and not prevention. It's very costly and addictive with lots of side effects.



Back stretches, improper training and confusing information makes MSK conditions worse.



46% of adults (16+) experience a degree of loneliness.



Traditional gyms only give generic fitness advice without addressing individual needs.



There is an undeniable pain epidemic across the western world. In the UK, drug spend has been increasing in the last decade. Across the NHS, approximately £500 million prescriptions are dispensed each year.

## Back stretches and incorrect exercises makes back pain worse.

Over half of the patients that the most respected biomechanics professor sees were injured by improper personal training. On top of that less than 2/3 of GPs' in England are confident about discussing activity with their patients.

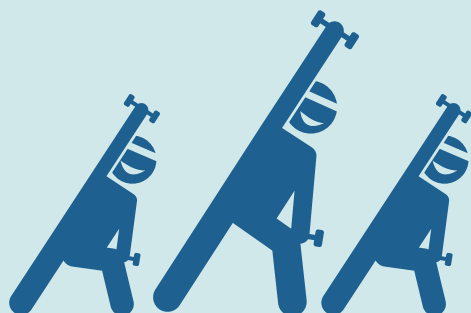


## THE IMPORTANCE OF TRIBE

Report shows that gym-goers aged over 55 felt that they were more likely to remain members of their gyms if they were offered services, classes and equipment that specifically tailored for older people. Research highlights the real impact that physical activity can have on health, reduced crime rates, increased educational attainment, and improved life satisfaction.



## BOUTIQUE FITNESS BUSINESS IS BOOMING



Recent statistics show how boutique fitness studios grew by 70% comparison to memberships by traditional gyms that grew by 5%.

Clubs and studios act as social hubs for their communities. A 2014 global survey identified that 63% of people attended boutique studios because of the community aspect formed by other people attending while 47% of people attended because of the atmosphere.

### SOURCES:

[https://www.ukactive.com/wp-content/uploads/2018/05/The\\_Boutique\\_of\\_Fitness\\_Sweat\\_2018.pdf](https://www.ukactive.com/wp-content/uploads/2018/05/The_Boutique_of_Fitness_Sweat_2018.pdf) , <https://www.therapeutics.scot.nhs.uk/wp-content/uploads/2018/03/Strategy-Chronic-Pain-Quality-Prescribing-for-Chronic-Pain-2018.pdf> , <https://www.theptdc.com/back-pain-myths> , <https://www.glofox.com/blog/the-boutique-fitness-industry-statistics-that-show-why-business-is-booming/> , <https://www.sportsthinktank.com/news/2019/05/the-2019-state-of-the-uk-fitness-industry-report> , <https://www.slideshare.net/Bryankorourke/Nielsen-global-consumer-exercise-trends-survey-2014>

# WHAT WE BELIEVE PEOPLE REALLY NEED MORE OF

## SOLUTION BASED APPROACH



Coaching



Community



Education



## Coaching

People need to have a clear and concise approach to health and fitness where the ultimate goal is longevity as opposed to quick fixes. Not a one size fits program, rather identifying individual needs.

## Community

Social support is rated #1 factor in weight loss and physical transformation. As the above research shows people turn up primarily because of others. If community meets good atmosphere and accountability, then it's a recipe for success.



## EDUCATION



Education on how the body works is crucial for personal trainers who spend more time with clients than physiotherapists. However, to serve local communities better fitness professionals and physiotherapists should work together on prevention and provide a solution based program where the goal is longevity of the clients.

## THAT'S WHY WE CREATED TRAINING UNITY

That's why we created Training Unity because we deliver these principles to our clients and we help them to get more empowered, give them all the tools for success. Be it simple nutrition advice, individual coaching with accountability, give them social support and a community that helps them to reach their goals.



Find out below what we will do to combat these issues

# COACHING

## WHAT WE WILL DO TO DELIVER COACHING IN MARLOW & MAIDENHEAD

- Teach a simple and proven step by step formula to people to improve their health and fitness
- Help people to set realistic goals and create a plan that helps them to achieve that
- Show how to create small and lasting lifestyle changes without dieting and crazy restrictions
- Educate people to aim for longevity and the joy of both physical and mental resilience
- Provide accountability support that dramatically increases their chances of adhering to these changes

## WHY COACHING IS IMPORTANT TO GET STRONGER AND INJURY RESILIENT?

- Being coached is like a shortcut to success. It saves people a lot of time, effort and money that otherwise would have been wasted on continuing working things out on their own
- Coaching provides a reassurance of continuous support and guidance along the way and not just when things go smooth
- Accountability is the biggest and most important factor of success. Study shows that there is a 65% chance of success by having accountability with 1 person
- Our programs are designed to meet clients where they currently are as opposed to fitting them into a box. Our main training method is a true functional strength training that improves movement accuracy, mobility, stability and helps to build a strong and resilient body that endures the demand of real life whilst people enjoy themselves

# COMMUNITY

## WHAT WE WILL DO TO PROVIDE COMMUNITY IN MARLOW & MAIDENHEAD

- Deliver fun and effective training programs that help people to transform their lives both physically and mentally
- Bringing people together with events both inside and outside of the gym to create a supporting community and tackle MSK conditions with a long term solution
- Support, connect and collaborate with complementary local businesses

## WHY COMMUNITY IS IMPORTANT TO GET STRONGER AND INJURY RESILIENT?

- Community creates a sense of belonging and human connection which is vital for emotional and physical health. Several studies have shown that people who have satisfying relationships are happier and have fewer health problems and live longer
- Community provides a welcoming environment where people can support each other and have a higher purpose. This promotes a more positive and supportive behavior towards others, not just in the gym but outside, in other areas of life
- Communities are vital for boosting employment and skills, this creates a ripple effect that improves the wider economy





# EDUCATION

## WHAT WE WILL DO TO PROVIDE EDUCATION IN MARLOW & MAIDENHEAD

- Deliver our unique training approach that bridges the gap between strength training and physiotherapy. The Dynamic Variable Resistance Training program has become the choice of many top fitness professionals, therapists and athletes in over 80 countries and it's used in the US Marines, Army, Police and Fire Departments amongst many others
- We provide educational programs and fitness certifications to personal trainers and therapists nationwide to achieve better movement, injury resilience and improved performance
- We also deliver health & well-being workshops for schools and companies to improve energy, productivity and stress management in the workplace and at home.

## WHY EDUCATION IS IMPORTANT TO GET STRONGER AND INJURY RESILIENT?

- We believe in delivering a high standard of education to our trainers to serve our members and the local community better. We pride ourselves in providing straight forward functional fitness solutions to improve strength, mobility and movement
- We don't want to keep our 'secret' to ourselves, that's why we get involve in fitness education to impact many more people nationwide and not just our own local community
- We believe in being part of the solution and creating lasting changes to overcome MSK conditions by increasing physical activity accompanied with good lifestyle choices for greater longevity

# MOST PEOPLE ARE AFRAID OF ASKING FOR HELP, HOWEVER WE ALL HAVE MOMENTS WHEN WE REQUIRE THE ASSISTANCE OF OTHERS

The biggest reason many people stay stuck rather than reaching out is fear. Asking for help takes self-awareness and courage.

- You gain the ability to move forward
- You gain the opportunity to collaborate
- You gain the opportunity to learn

If this manifesto has resonated with you, and you know someone affected by these issues, we would genuinely appreciate your support in this movement.

Whether you would like to get involved as a member in one of our programs, or in live events, or as a collaborator, sponsor, investor, or influencer to help us share the message. All help is much appreciated.

To find out more and explore ways we can serve the community around Marlow & Maidenhead area together, please contact founder & CEO Greg Perlaki directly on 07472 177 102 or email at [info@trainingunity.com](mailto:info@trainingunity.com)





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