

Training Times



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EDUCATION

WORK FOR
YOURSELF

START OR IMPROVE
YOUR BUSINESS

FITNESS

EDUCATIONAL



Photo by Robert Mclean

Robert Mclean

You can kickstart an exciting career or business in the Sports & Fitness industry at West! Their wide range of courses is delivered across their 3 campuses and externally, partnered with our local sports centers in Renfrewshire, West Dunbartonshire, and Inverclyde, offering sector-leading fitness facilities. Their highly qualified lecturing team possesses a wide range of extensive industry experience working with a broad and varied category of athletes, sporting activities, client groups, and levels from professional to keen enthusiast. Although their Sport and Fitness courses offer you an alternative to conventional classroom learning, they don't just cover the physical side of things.

You will also gain an extensive range of knowledge and understanding in a variety of disciplines, whilst promoting and enhancing personal skills such as planning, organisations, and communication skills. They work closely with industry partners across all three of the campus regions promoting health, fitness, and wellbeing, offering live sessions to their community groups. This can only enhance their student's experience on their learning journey.

Graduates from their course have gone on to work and run their own business in the Sports and Fitness industries for many leading organisations across the West of Scotland and beyond. You can apply and find out more about this course through the West Of Scotland Website: westcollegescotland.ac.uk



Photo by Andrea Piacquadio



Photo by Julia Larson

Marc McJimpsey is a sport and fitness lecturer at the West of Scotland College, Clydebank, and Paisley campuses.

“I have always been involved in sports when I left school I played professional football for a couple of years, when I stopped playing football I then went to college and did my HND in fitness health, and exercise I was surprised that I have done so well as I wasn't the biggest fan of high school but being at college recaptured my love for learning, I excelled at college and that is the reason I became a college lecture as

college was where I found my love of learning. Anyone can partake in sport no matter their ability. I would encourage everyone to get into sport if that's what their focus is on the onus is in the individual themselves if they have ambition within sport. I deliver a multi-sport course at a relatively lower level, within the college as the education is split up and other lectures deliver certain aspects of sport within the

college I also encourage students to maintain their mental well-being which is a big part of the course I deliver as you can have a healthy body and mindset which I feel comes hand in hand in sports fitness students are also encouraged to take part in mindfulness classes this includes managing stress relief techniques because it's not all about physical fitness it's important to manage your mental well-being.”



PHISIO IS TOP OF HER LEAGUE

“I feel so lucky to be there I didn’t see it coming to be fair it was quick fast the turnaround to get hired I was surprised I got the job I’m really grateful I got it.”

Will Brown

Breaking barriers: Meet the first female physiotherapist in Scotland’s football championship. Greenock Morton’s Erin Keenan is the lone female on the side-lines in a league of men’s game.

For 22-year-old Erin, an average working day could see her spending time working with some of Scotland’s top football players, creating training plans or travelling to other towns to work in person.

A calling to work in the medical field took Erin on a journey from working in the

NHS to being the first physio therapist for her hometown football team – something that has been a childhood dream for her.

Being from Greenock Erin has been a had a soft spot for Morton and use to go to games when she was a kid .

The match might be on the weekend, but Erin’s work starts at 8am on Monday morning that’s her busiest day when she assesses players to see which athlete requires therapy. working closely with the team’s sports science Lewis Collison they set their

recovery and rehab plans for week ahead so there ready for the upcoming game.

The most common problem Erin comes across is adductor strains due to this being the end of the season this comes from kicking the ball as hard as you can these players will get lighter work outs threw the week to rest their muscles for the next game.

Erin isn’t intimated being the only lady on the touchline. “When I’m at matches I look around and try to see if I see any other woman I’ve not seen any others yet.”



70% of females in football has experienced sexism 67%

A new study by the press and journal found that 70% of females in football has experienced sexism 67% of that no action was taken when reported to management



Photo by RF. _studio



Photo by courtesy of Greenock Morton

Things are changing though Aileen Campbell the chief executive of Scottish Women's football the body that's in charge of the club game across the country said:

"We need to call it out and tackle head on. Need to make sure more women are involved not just in playing but in the decision making, and the bigger, broader, wider structures of football That is something that all sports must grapple with. Football is no different in that regard. We still need to call out these outdated views and mi-

sogynistic comments when we can."

This pushes Miss Keenan as she is defiantly capable of doing the same job any male therapist could do in high level sports and she is continuing with her studies and going back to university to get her masters in sports medicine.

Erin said about her future as a therapist "I'm hoping to work my way up and one day get to a bigger club at a higher level where it be football of another sport I just want to be the best I can be."

GLASGOW GYM SWINGS FOR SUCCESS

Will Brown

For gym owner Amy Shipway, the saying that life happens when you're busy maker other plans could not be more true. A self-described lover of adventure, the last few years have seen Amy face tremendous swinging highs to confidence knocking lows.

Hunting for adventure before starting university, Amy found herself in Australia and for the first time experienced a flight of fancy that would lead to a whole new life – and business – for her. Amy recalled the first time she tried the daring flying trapeze: “That was probably one of the most life changing experiences for me. You climb up this 8 metre ladder and hang onto this bar and swing out into the middle of the air. At the time I just

thought this is the most fun thing I've ever done. It's completely exhilarating and it completely changes your perception of yourself and what you're capable of.”

When she returned home to Scotland, she had a newfound passion that she was keen to continue at home. She eventually found a circus performing school and following her studies, became general manager there. Although she was happy, a seed had formed in her head as she swung across Australian skys – a dream of Alternative Fitness.

Amy said: “I've always had an interest in business and I've always had a very independent streak so it got to the point I just really wanted my own space and I had so many ideas that I wanted to bring

together in a certain way and I just couldn't get the notion of alt fitness out of my head.”

“I was approaching 30 and I think when you're approaching these milestones it can be When she returned home to Scotland, she had a newfound passion that she was keen to continue at home. She eventually found a circus performing school and following her studies, became general manager there. Although she was happy, a seed had formed in her head as she swung across Australian skys – a dream of Alternative Fitness.

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“I was approaching 30 and I think when you're approaching these milestones it can be quite a driver to change your life sometimes... so that was a real push for me to open my own business and I'm very glad I did.” Amy's dream came to fruition when on 7 March 2020, she opened the doors to her own gym – Alternative Fitness. The gym would bring aerial trapeze, pole dance and fitness and body awakening classes to Glasgow.

Things quickly changed however when, one week after opening, the country went into lockdown and the threat of COVID ending the dream quickly hung over the heads of Amy and her business partner.

Like many small business owners, they did everything they could to make ends meet by getting extra jobs. For Amy, office work and for her business partner Caitlin, a job at Lidl.



Photo by Amy Shipway

Amy recalled the difficulties of running a business during a global pandemic: “It was a really difficult couple of years. First and foremost it was quite frustrating. The fact that pubs were able to be open quite quickly whereas gyms were one of the last to open was hard”

“If someone had told me 6 months in advance ‘oh, by the way you’re going to open your business and this is gonna happen’ I just wouldn’t have done it because I would never thought we would manage to get from A to B but you take every day as a new day.”

Through their hard work, the team at Alternative Fitness were able to welcome guests back to the gym. Adjustments were made for safety and the team found that actually, they could make the pandemic work to their advantage: “When the pandemic restrictions were starting to lift people were really looking for something different to do, they were looking for some excitement and looking to get away from their boring gym routine and actively looking for new experiences and that’s where we found a lot of our members.”

Since that time, Alternative Fitness has managed to pivot its business model to suit clients needs amidst a cost of living crisis. Running over 30 classes weekly, the team

utilises social media to market themselves: “We invested a lot of time into Instagram in the early days also just being a user of Instagram myself and knowing that’s where a lot of our demographic sit.

“That was a tool that is free and you just need to be confident and put yourself out there, get on the stories so Instagram is our main marketing channel. We do a bit of Facebook posts – advertising that kind of thing. Word of mouth is always going to be part of our marketing but word of mouth these days is more “I saw my friend on Instagram do this really cool thing” and people come to us that way.”

Now, Alternative Fitness has a thriving client base and provides a safe space for anyone looking for a new and fresh way to work out in a way that is accessible and affordable.

Amy concluded: “It doesn’t matter what business you are or where you are, there is always going to be someone that can’t afford it but...if Louis Vuitton are still out selling handbags, I’m still going to be offering gym memberships.”

Amy’s initial idea took courage and determination to bring it to where it is now – and for Alternative Fitness the sky is the limit.



Photo by Amy Shipway



Photo by Amy Shipway



Photo by Amy Shipway

IMPROVE **YOUR** GYM

Anna Konovalenko

Being one of the hundreds of gyms on the market can be challenging. There is always a big competition to win over clients and make them stay with you for another annual membership. It is not an easy business to stay on track. However, there are some pieces of advice that can make you stand out from the mass.



Photo by RDNE Stock project

Improve the facility

Just as obvious as it seems the gym attracts customers when it is new, clean and modern. However, the point is different. Apart from a good picture, there should be a filling too. A good option is to upgrade the equipment. Rehabilitation Pilates is very popular now but rare to find. One option is to rent/buy some equipment and hire an experienced physiotherapist to carry out individual or group sessions. Also, there is an essential need for training for people in a wheelchair. It covers the disabled and people with traumas. You can arrange the whole corner of the gym with specific equipment and training programmes.

Add professional consultation

Offer customers what they do not know they want. Offer clients something else to the training. For example, consultation with a dietician or a session with a psychiatrist. Right specialists can not only help your clients with weight loss but also choose the right programme without any potential harm. Since sports recently became more about health than diets it is good to keep up with trends. Many people will not pay for that staring away. Offer a free consultation. Make sure you hire real professionals who will not only earn you money but will also help your clients.



Photo by Antoni Shkraba

Play on your field

The market is a pitch and the businesses are players. To play well it is essential to know the area and responsibilities. That applies to the competitive market too. Just simply improving the business is very vague. To save money and effort play on your field. Adjust to your clients' needs. If it's a gym in the office centre put a café for a quick lunch after the training. If it's a suburb area offer dance classes for mothers or pilates for women 60+. If it is a school area, offer group training for kids. If it is the city centre focus on the flow of people. Do not be afraid to make changes, but make them thoughtfully.

Launch a marathon

Challenge your clients. Make them visit your gym to reach a purpose. You can run a monthly marathon to raise funds for the physical centre for the children's shelter. Another option is to launch a challenge where you have to run 300 miles on a treadmill and get a free month of training. It is just about time to improvise.

A former gym owner Kovtun Nataliia said: "In any area, if you are not familiar with it, you are going to ask a professional. Another way it might not bring you the desired results or affect your body shape. In the worst case can lead to serious traumas. A qualified trainer is partly a phycologist and partly a dietician. They will help you with the right nutrition and moral support too. They can direct you or give you a kick if necessary."

"It has been different times when we had a gym 15 years ago. The internet wasn't as widespread as now and sport was as popular as it is now. Posting ads on the streets was much more productive. However, we did one marketing trick.

We offered our clients a membership. They were to exercise with our trainer and follow all his recommendations. If a person didn't see results in a month we had to return their money back. That actually was quite effective. We attracted a lot of people even from our competitors."

HOMEL Workouts

Anna Konovalenko

Home workouts are now popular as ever. As simple as that they are cheap and time-saving. Instead of going to the gym and wasting time before the training to get there, change and the other way around after, a lot of people choose home workouts. In this case, YouTube offers a helping hand. Now launching a YouTube channel and becoming an influencer is a matter of will. To shoot a good training video is one thing but to launch it on YouTube and make it popular is the other one. There are a few simple tips to make sure success is guaranteed.

Step 1. Create your YouTube profile

Sign in to your account and then, click on the profile icon in the top right corner, and select “Create a Channel”. Creating the profile is a basic thing but it is a start and this start put the foundation for further work. Choosing the right name and the right picture is essential. It is better to stick with something bright and clear that catches the eye and represents your mission. The ‘About’ section is a description of your platform. Tell about yourself, about your background and what brought you here, what is it you aim to achieve. Keep it short and informal with a cheerful mood to engage more people.



Photo by MART PRODUCTION

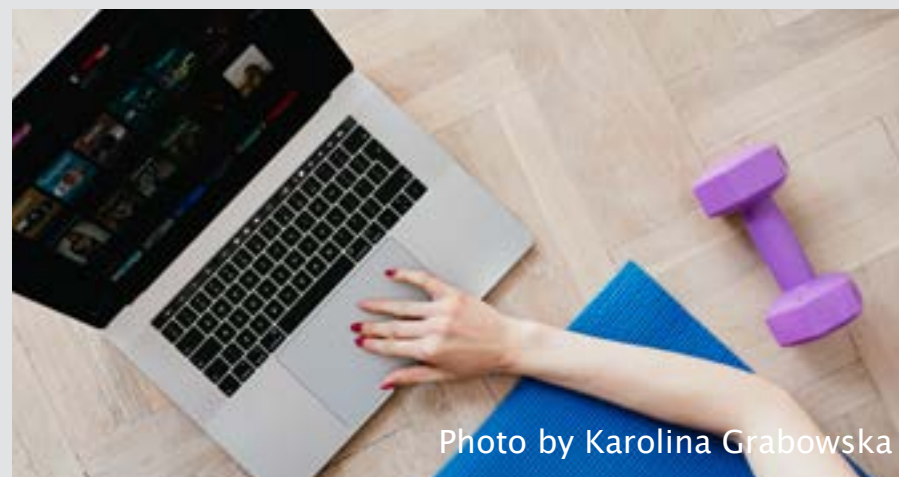


Photo by Karolina Grabowska



Photo by MART PRODUCTION



Photo by Marta Wave

Step 2.

Create your first video

This is more about the technical aspect than anything else. Good lighting, high quality, and professional background are crucial. The viewer has to have the impression that he is watching a professional video clip. As sad as it can sound the video context is not enough. It should also look pleasing and comforting. The aim is to make a person want to exercise with you.

Step 3.

Optimize your video for search

Optimizing is important to help the video rank higher in YouTube search results and increase its visibility to your target audience. Use keywords that describe your video's content in the title, description, and tags. Research the most searched keywords in your niche using tools like Google AdWords Keyword Planner or TubeBuddy. The title should be compelling. Use short descriptive words which are relevant to what the video is about. The video's description should provide more details about the video's content and include target keywords. This space is to engage viewers and encourage them to watch a video. Relevant tags '#' that describe the video's content to help YouTube understand what the video is about. Do not underestimate the importance of Thumbnail. It is a picture that pops up as a cover for the video. Make it entertaining so people would want to click on the video.

Step 4.

Analyze the progress

Keep track of your video's performance using YouTube Analytics. YouTube Analytics is a powerful tool that allows you to track your channel's performance and understand your audience better. Use this data to optimize future videos and grow your audience. YouTube Analytics provides information on your audience demographics, including age, gender, location, and interests. This information can help you tailor your content to your audience's interests. Trafficking is the source the viewers came from find your videos, including via search, suggested videos, and external links. YouTube Analytics provides engagement metrics such as likes, comments, shares, and subscribers, giving you insights into how viewers are interacting with your content.

Step 5.

Earn money from what you do

There are two ways to make a profit from a Youtube channel. YouTube allows monetizing videos by displaying ads. To be able to post an advertisement the account should have at least 1,000 subscribers and 4,000 watch hours in the past 12 months. The best timing for the ads is before the video, as you do not want to interrupt exercising and make your viewer distract the training. Also, after gaining a big audience you can collaborate with brands and companies and advertise their products including sportswear or equipment.

DELIVERING

fitness



Robert Mclean

Alistair started his career with Deliveroo over 2 years ago. Alistair has always had a passion for fitness and thought it was a no-brainer to combine fitness and financial profit into his full-time employment.

Alistair: “On good days’ work I can cycle up to 45-55 miles, I’ll do around 17-20 deliveries in this time and earn about £50-£55 including tips (which you don’t get many of). When the weather is nice you make the least tips and on the dark rainy cold nights, you make the most which is a little incentive to keep going and pushing. I have always had a passion for cycling since I was a young boy. Being a cyclist food courier is

such a pleasure as it doesn’t feel like work”.

Deliveroo provides riders with their kit at no charge, they give you an insulated bag pack, optional helmet, optional phone mount, and a reflective jacket so they can be seen in the dark by other road users. You get paid by the order with Deliveroo and all your money from the day builds up on the app. You can then choose to get paid early by selecting the option on the Deliveroo app for a small charge of 50p, but you could also wait until the end of the week and get your payment free of charge. You can choose your shifts with Deliveroo as you are self-employed, and this job is very flexible and fits most circumstances.



Photo by Wikimedia commons

Deliveroo is a great way to make money and be self-employed you are your own boss and work your own hours its a great way to keep fit and also make great money. Deliveroo is an alternative fitness-based company which is why it made sense to be included in this edition of alternative fitness stories.



Photo by Robert Mclean

Alistair Winters 29 Delivery Cyclist for Deliveroo

“Before I set out for a day’s work, I always make sure my body is fuelled with the correct food plus I always make sure to keep myself very well hydrated, using my very own bottle holder on my bike. For breakfast, before I leave the house, I have porridge oats and for my mid-morning snack, I usually take a fruit bag with me as it’s easy to eat on the go. Later, for my lunch I have pasta and after my shift I normally have a piece of chicken and some fish i.e., sushi. Eating the right foods gives me the energy I need to keep myself going throughout the shift. Before cycling I stretch to warm up as stretching helps my muscles loosen up allowing better blood flow to my muscles. This preps my body for upcoming exercises along with the actual ride. Stretching is such an important part of my day and If I didn’t stretch, I would experience major tightness in my muscles which could lead to serious strain or even a muscle pull. I tend to start off my stretches with static stretches. These are ones that you can hold for a long period usually between 10 and 30 seconds. The positions involved in static stretches are normally ones that are comfortable yet challenging to the right degree. Static stretches are the most common form of stretching”.

