

# Dean Goes Back To School

THE RUNNING SCHOOL at The Riverside Chiswick is now fully operational after it was recently launched by Britain's Commonwealth gold medal winning decathlete, Dean Macey. The Running School is the first specialist running programme in the UK that teaches the fundamentals of speed in relation to body movement, co-ordination and how to get the body functioning more efficiently.

Dean told **SOUTHERN RUNNING GUIDE**:

"The Running School is a great concept. As a personal trainer, I find this speed programme very exciting as it has been specifically designed by professionals and forms the basis for all sport. I've no doubt that THE Running School will help children and athletes of all ages to run faster and recover from injury quicker as well increase levels of performance and enjoyment from their sport."



Dean Macey (bottom right) with Mike Antoniadis (bottom left) and the Running School Chiswick team.

Mike Antoniadis, founder of the Running School added:

"We are delighted that the Chiswick Riverside has become a franchise partner. I believe the training programme will fit in well with the existing sports rehab team that we already run there, and the three modules that we have designed to teach not only children, but recreational runners and elite-performance athletes how to run faster and more effectively will help to avoid common sports and running injuries.

"Many of us have never been taught how to run, but if you teach a child the correct technique from an early age, you can get them into the right running habits from day one. We think its something that we pick-up naturally and we don't realise until the pain begins that we are actually running inefficiently which can lead to injuries.

"I believe that the potential market for running is vast. However many people have been put off by things we hear about regularly such as 'fear', 'lack of knowledge' and 'previous injuries'. The Running School concept addresses those concerns and we provide training in all aspects of the Running School business franchise.

"Franchisees will be taught our proven methodology including how to coach Running School Techniques, and marketing to promote the various services. A comprehensive Running School training manual will be on loan to franchisees during their trading license. The manual outlines training practices, skills and procedures which are the key to a successful Running School business. The most successful Franchisees are those who are prepared to grow their business in their location and provide excellent service and coaching. It takes time, determination and good organisation to be successful and deliver the financial results."

For further information please see [www.runningschool.co.uk](http://www.runningschool.co.uk) or tel 020 8563 0007 to find out more about the Running School franchise system. The Riverside Chiswick is located at The Riverside Health & Racquets Club Chiswick, Duke's Meadows, Chiswick, London, W4 2SX.