

Newsletter



“April hath put a spirit of youth in everything” Shakespeare

Well, let's hope so. With Easter behind us and (fingers crossed) an end to the unseasonably cold and wet weather, we look forward to the rejuvenation that comes with springtime. A little sunshine and warmth would help.

To rejuvenate generally means to look and feel better, younger and more vital. That's what I believe Pilates can do for you: help you to maintain your health. That's my goal when teaching classes and personal sessions.

April also brings my own personal rejuvenation when I take part in Pilates on Tour in London. This annual event is my opportunity to immerse myself in Pilates geekdom, surrounded by like-minded geeks. One of the highlights is an evening reception which I have been invited to attend for the past few years. This is hosted by one of the world's most respected Pilates leaders (mentioned at the bottom of page 3) and is usually attended by the great and good of the Pilates world.

On a practical note, the event always introduces me to new ways of looking at things and fresh ideas. I generally return full of excitement and the desire to shake things up. Watch out from 30th April onwards!

I am really pleased how the new Saturday classes have gone this block. Thanks to Suzanne for joining the team.

Thank you again.

Keeley

So, my first block of teaching at Purely-Pilates is nearly complete and I have really enjoyed meeting my new starters and introducing them to some of the basic Pilates Principles. I am very much looking forward to progressing classes in the next block and increasing the challenges!

Suzanne

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Group Class Booking / Re-Booking

We will be handling re-booking during the last week of the block, week commencing 9th April. Priority is given to those re-booking the same class time, but please don't wait and let us know as soon as possible so we can reserve your space. If spaces aren't re-booked by a certain time they will be offered to new bookings and / or anyone wishing to change class times. For new bookings, please also let us know as soon as possible so we can reserve your space.

Of course, if anyone who has attended the current block feels they would benefit from repeating the same level they can book a suitable class. Talk to Keeley if you are unsure.

Exceptions (No class dates)

Tuesday 24th April, Wednesday 25th April, Thursday 26th April

New Beginner Classes

We are pleased to be offering two new Beginner classes this block. One on Thursday mornings at 9:15am and one on Friday evenings at 6:15pm. We look forward to meeting new beginners.

General Data Protection Regulation (GDPR)

It's been a bit of a bureaucratic hassle, but we are getting there. Many thanks to all who have consented to us holding your personal information and opted-in for email marketing. We will send a further reminder to those who haven't replied yet. All of the forms on our website now have the necessary tick boxes.

Anyone who has enquired in the past but has not signed up to anything will also have received this newsletter by email link. We will be sending you a separate email asking you to consent to Purely Pilates continuing to store your name and email address and opting-in to email updates. If your reply is no, or you don't reply before 25th May, we will delete your contact details.

Statistics and Trivia

Since we have been re-examining our data and how it is stored, we have come out with a couple of figures. The average age of our class attendees is 51.5 years, with the youngest 18 and the oldest 79. The percentage of male attendees is 17.5%. We need to be encouraging younger people to participate in Pilates and we need to get the message across to more blokes!

6-week block starting 5th March 2018	Mornings		Evenings	
	9:15	10:30	6:15	7:30
Monday *			INT	B+
Tuesday	INT	B+	INT	INT
Wednesday			INT	INT
Thursday	B	INT	INT	INT
	10:00	11:15	6:15	
Friday **	B+		B	
Saturday ***	B+	B+		

B = Beginner Completed 0 classes
B+ = Completed 6+ classes
INT = Completed 24+ classes

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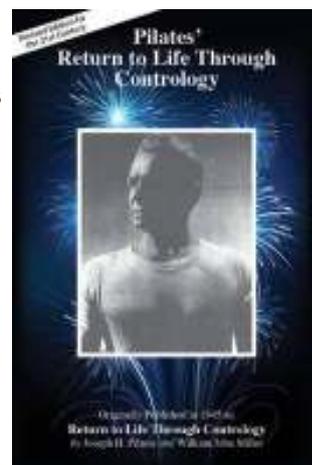


The Pilates Story ... and a scrap of paper that Keeley treasures ...

Joseph Hubertus Pilates was born in Germany in 1883. He was a sickly child but was determined to make himself strong and healthy. He researched and practised every kind of exercise, from classical Roman and Greek exercise regimes to body-building and gymnastics. He also practised the Eastern disciplines of yoga, tai chi, martial arts and Zen meditation. Additionally, he studied anatomy and animal movements. He sampled every kind of exercise that he could and carefully recorded the results.

During 1912, Joe left Germany for England, where he became a professional boxer and circus acrobat. At the outbreak of WW I, Joe was interned as an enemy alien at Lancaster then the Isle on Man. During his internment, he refined his ideas and trained other internees in his system of exercise. Working as a nurse, he rigged springs to hospital beds, enabling bedridden patients to exercise against resistance, an innovation that led to his later equipment designs. After his release, Joe returned to Germany where he developed and enhanced his reputation further as a physical trainer and healer.

During 1923, Joe moved to America. He opened his first studio in New York along with Clara, his wife and assistant. His new method was an instant hit, particularly among dancers who found the Pilates method the best way to recover from injuries and prevent their recurrence. A wider audience got to hear of the method, which Joe originally called Contrology. Thanks to his self-confidence and America's growing interest in physical fitness, Joe's teachings began to catch on to the wider market. He taught in his New York studio from 1926 until his death in 1967. Clara carried on teaching for a further 10 years.



Joe left no will and no designated line of succession for the Pilates work to carry on. But his legacy has continued to live on to this day thanks to the Pilates Elders; Joe's first generation and original students of Pilates. They used and mastered his techniques before forming their own studios to teach the Pilates Method. In turn, this has proliferated into a large number of Pilates schools & brands world-wide.

Pilates Returns to the UK

During the late 1960's, an English gentleman named Alan Herdman, was asked by the London School of Contemporary Dance to visit New York to investigate the methods of Joseph Pilates. Alan returned in 1970 to set up the UK's first-ever Pilates studio. Today, Alan is a global Pilates luminary. Keeley met him a few years ago on a training course and has received personal coaching at his London studios on a number of occasions since. Alan is quite selective about sharing contact details, but during their first meeting he gave Keeley a hand-written scrap of paper with his phone number and email address.

That little scrap of paper is one of Keeley's most treasured Pilates possessions!