

Newsletter



Welcome to this first issue of the Purely Pilates Newsletter

What can I say! We only opened early September and what a month it has been. For me it has been absolutely fantastic getting the new studio up and running. More than that, it has been a privilege meeting new people, getting to know you and introducing you to the wonderful world of Pilates, the place in the Universe where I and other White Witches inhabit.

I sincerely hope you are enjoying Pilates and you are starting to feel the benefit of regular classes or personal sessions. You know, Pilates is like a puppy—it is for life! Whether that is coming to the studio or doing it at home, you should keep practising.

As you will probably know, we have only lived in Stowmarket since March, after moving from the far-off land of the Picts and the Gaels. I was sad to close our previous studio, especially not seeing my regular clients again. But fortunately for us, Stowmarket is such a lovely town and people are so friendly and welcoming. My sadness has gone. We love it here and we are starting to feel part of the community.

I hope you like the way we do things and the studio itself. I would like to think we are worthy successors to the former Simpsons Toyshop. Please feel free to make any comments or suggestions—we always listen. One thing you might comment on is the admin and reception staff member. I know, somewhat lacking in experience, but bear with us—he will improve.

The next block of classes is upon us soon. The first block was relatively easy to plan in that all classes were Beginners. I am keen on continuous progression so I have introduced a 'Plus' level for those who completed the first block. There are also some new classes for Beginners. As time goes by, I will introduce classes at different levels and you can always talk with me personally about which level of class I believe you should attend.

Thank you so much.

Keeley

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Before Simpsons Toyshop, it was a pub called The Vulcan Arms (1864—1913)

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Group Classes—Next Block

All of the first block classes were at Beginner level, with progression over the six weeks. For the forthcoming block, we need to continue the progression while still running classes for absolute beginners. On our timetable we now have two class types: Beginner and Beginner Plus.

Beginner classes are for new people coming to Pilates for the first time. Beginner Plus classes are for those who have completed a block of classes and/or those who have practised Pilates before.

Our ultimate aim is to be running Beginner, Intermediate and Advanced classes.

6-week block starting 16th October	Mornings		Evenings	
	9:15	10:30	6:15	7:30
Monday			B+	B+
Tuesday	B+	B+	B+	B
Wednesday	B	B	B+	B
Thursday	B	B+	B	B+

B = Beginner B+ = Beginner Plus

Group Class Booking / Re-Booking

We will be handling re-booking during the last week of the block, week commencing 9th October. Priority will be 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 beginners, they can book a Beginner class. Talk to Keeley if you are unsure.

Option for Online Payments

Fingers crossed we will have a payment gateway on our website soon. For your safety, this will be 3-D Secure (Verified by Visa / MasterCard SecureCode). Rest assured, we never know your card details.

One-to-One and Small Group Sessions

These sessions will continue to run Monday through Thursday afternoons at 12:45 and 2:00. We will also continue Friday mornings with more flexible session times and (occasionally) Saturday mornings as well. For those of you who have used these more personalised sessions as an introduction to Pilates and to build confidence, you can switch to a B+ group class anytime. Talk to Keeley if you would like to do this.

Reformer Classes

The Reformers have been used for one-to-one and small groups. We would like to think that we can start Reformer classes sometime after New Year, when some of you might be ready. Let us know if you are interested.



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Small Equipment



Togu Ball



Foam Roller



Pilates Circle



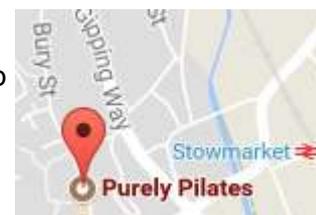
Pilates Arc

The small equipment introduces variety and challenge to the Mat classes. We hope you have enjoyed the classes using this equipment. As always, we encourage you to practise Pilates at home and some people have asked where they can buy the small equipment. Our small equipment is Balanced Body branded and manufactured for robust studio use. You can buy less expensive alternatives through an online shopping site named after the longest river in South America (other sources also available). The Pilates Arc is an exception and can only be purchased through Balanced Body. If you are buying a Togu Ball, make sure it is the correct size. You can double-check with Keeley.



Online Ratings & Reviews

We would really appreciate you taking the time to rate and/or review Purely Pilates if you can. Like most businesses nowadays, our presence on the www is important and our reputation can be enhanced by ratings and reviews, especially Google reviews. Google don't make it easy in that you need to have a Google account to post a review. Those of you with a gmail.com email address will definitely have a Google account. Simply google 'purely pilates' and you should see our business listing on the right, where you can post a review. That aside, anyone with an Android device will have Google Maps installed and by default a Google account. You should be able to see the Purely Pilates pin on Bury Street when you zoom in. If Simpsons Toyshop is still showing you can enter 'Purely Pilates Stowmarket' in the search box and we should appear. Clicking on the pin should open our business listing and allow you to review. We can also be reviewed on Facebook and Yell.



Friends and Family

We would be grateful if you could spread the word among friends and family.

Suggestions

We are completely open to suggestions on how we can improve our service. We even accept criticism if it is warranted (call it positive appraisal). Don't be shy, just let us know!