

# BUSINESS



Darren Winterburn

## Fitness firm enjoys online business boom

FITNESS and nutrition experts Train Learn Go have seen client numbers grow since switching to online sessions during the coronavirus lockdown. Usually, the company delivers 45-minute training sessions in people's homes or place of work. But with the current restrictions in place bespoke one-to-one programmes are being run via Zoom.

Darren Winterburn, who heads up the Train Learn Go Stoke franchise, said: "When lockdown was put in place we had to adapt our business as quickly as possible and started operating online the day after it was announced. "It took us a few weeks to get everything in order, but we are starting to see a real increase in people wanting to use our services.

"We can carry out consultations easily online and in the last two weeks we have had nine new clients sign up to us – we are receiving enquiries daily. We are expecting to see quite a big increase over the coming weeks.

"Quite a few of our clients, new and existing, really like our 30-day rolling contacts too as they don't feel tied into anything."

Darren, who is based in Stone, has also seen increased interest from individuals and businesses based outside of the area. The 34-year-old added: "It's really important to try to stay fit and healthy, especially during lockdown, and exercising along with the correct nutrition all helps – not just with body weight but with people's own mindset. "You don't need any fancy equipment, you just need space to lie down.

"We offer guidance and coaching all the way through our programmes and we are available to answer questions all day long." Train Learn Go are providing online sessions daily from 7am to 9pm. For more information contact Darren Winterburn on 01782 580597.

The Torus Wellbeing clinic in Shelton. Below, founder Dr Nicola Brough.



## £5k uni grant helping to create a sense of wellbeing at clinic

**By LAURA WATSON**  
*Business Editor*

**A**CITY-BASED clinic has been awarded funding to launch a pilot project to help companies support their employees' health and wellbeing.

Torus Wellbeing Clinic in Shelton has been given a £5,000 grant from Keele University to help develop an Employee Assistance Programme.

The cash will see the company team up with Allied Health consultant Sally Able to deliver three new packages in addition to the services it already offers.

They new packages focus on a variety of topics including positive mental health, stress relief and resilience and supporting those with chronic conditions.

Individuals will have access to

a team and be given a series of sessions tailored to suit their needs.

Dr Nicola Brough, who set-up the Cemetery Road clinic three years ago, said: "We bid for the grant as we believe there's a gap in the market around staff wellbeing.

"Many Employee Assistance Programmes focus on physical health with some on mental health. But what they don't always do is offer services that support the link between the two.

"There is also a need to illuminate the fact that good health is essential for wellbeing.

"Wellbeing is when someone is feeling good and functioning well. People or employees who function well are more likely to be happier and more content and, as a result, perform better in their jobs. This can equate to improved productivity, company loyalty, good attendance and better relationships in the

workplace. Our new services are designed to help support that."

The mother-of-two, who lives in Clayton, added: "A recent study identified that more than half of employers who were asked, said they would like to do more to improve staff wellbeing but didn't feel they had the right training or guidance to do so. We want to help change that and because of the current situation, it's more important now than ever."

Torus Wellbeing Clinic offers a wide range of holistic treatments, classes and services including counselling and psychotherapy, hypnotherapy, nutritional therapy and craniosacral therapy as well as massage, reflexology, reiki and yoga.

In response to the coronavirus pandemic, some of the services and classes are now available online.

Allied Health consultant Sally Able has worked in healthcare for more than 20 years and is overseeing the

research and development of the project.

She said: "We will be looking for local businesses who would like to pilot the packages to evaluate the impact of the services and to give us an employee perspective.

"Ideally, we would like to talk to business owners, HR consultants and occupational health professionals who would like to be one of the first local companies to try out our packages of care in what is a six-month pilot."

The grant was secured through the Business Bridge scheme, which is accessible through Keele University. It is open to SMEs who are looking to grow their business into the healthcare and medical supply chain.

For more information about Torus Wellbeing Clinic, visit the website, email [info@toruswellbeing.co.uk](mailto:info@toruswellbeing.co.uk) or call 01782 273314.

## Plea to support small businesses by re-booking appointments

SHOPPERS are being urged to show their support to small businesses – by re-booking previously cancelled appointments.

The 're-book with us' campaign has been launched as part of efforts to ensure local businesses are in the best possible position ahead of their re-opening later this year.

The campaign, launched by Craig Clarke who is the landlord of

Berkeley Court in Newcastle, aims to get businesses' diaries booked up from July.

Craig said: "Many local small businesses are suffering with their forced closures due to Covid-19.

"These business owners are going to be struggling to support their company, staff and overheads and families while closed, with limited to no money coming in.

"We want to support those small businesses by booking up their diaries from July.

"Whether it is a hair appointment, a nail appointment, a facial, massage, spray tan, golf lesson, gym class, even a bunch of flowers or a local restaurant. Re-book it today.

"If we can get their diaries full of bookings, this will help support the future of their businesses by getting

them off to a running start when they re-open.

"We understand that re-opening dates may move with Covid-19, and we are monitoring the information provided by the government.

"Therefore all parties should leave a number and email with their booking. So businesses can adjust your appointments where necessary."