

## Mothers Mean Business - fit for life

Shenda Falvey is a mother of two lively girls from Blackheath. When not running around after her children she is running around a southeast London park, leading bootcamps and personal training sessions. With New Year fitness regimes already kicking in, we caught up with her:

### **FSE: When did you set up your personal training and bootcamp business?**

Spring 2011 saw the launch of my business after the 'Homes and Communities Agency' - owners of Central Park, the green space in front of the O2 - granted my exclusive licence to train there. Being the recreational hub of Millennium Greenwich Village, a purpose built ecological area, the 'Agency' initially took a little persuasion - they were concerned about the impact my activities would have on the area. But after some extensive negotiations and submitting a proposal that included my knowledge of aerating grass (!!!) they agreed that 'green' fitness could only be of benefit to the local residents and they have been a fantastic support ever since.

### **FSE: What did you do beforehand?**

In my past life I was a global director of a consumer public relations company. With the arrival of my second daughter, the realities of juggling small children whilst rarely being in the same country as them, proved difficult, so for several years I studied for my advanced personal training diploma, whilst being a stay at home mum.

### **FSE: What inspired you to set up the service?**

Exercise and fitness had always been an integral part of my life and having come from a fast paced industry, I understood the difficulties of squeezing exercise into a hectic schedule. Becoming a mum also made me realise that it's not just the 'out to workers' who have frantic timetables, but parents too!

Armed with this knowledge, and wanting to do something I had a passion for that fitted better with family life, Shenda Falvey Personal Training & Bootcamps was born. It is designed to offer affordable environmentally friendly exercise solutions at different times to suit my customers. With bootcamps running in the evenings, after school drop off and Saturday mornings and

personal training at a time and location of customers' choice, I have tried to make exercise fun and accessible to everyone. Babies and children are always welcome and during the holidays I organise childminders on site when required.

### **FSE: Fitness or weight loss - what do most of your clients ask for, or achieve with you?**

It really does depend. As a specialist in sports conditioning, boxing and ante and postnatal exercise, clients' goals vary hugely. I have recently been training a client for the Dublin Marathon, a heavily pregnant lady who wants to achieve an easier labour and birth, several couples who want to look great for their weddings and a client who wants to be fit enough to climb Mt Kilimanjaro!

But I have to admit the majority of my clients want to lose weight - fitness plays second fiddle until they realise how fantastic they feel once their energy levels and stamina increase.

### **FSE: We understand you are a Wonder Woman - how did that come about?**

It was thanks to my customers who voted when 'The Wonder Woman Network' asked locals to nominate their most inspirational business woman. I managed to get 23% of the votes and the fabulous title 'Wonder Woman of the Year'! My kids, friends and family, think it's hilarious and you can imagine the jokes about golden lassos and hot pants...

### **FSE: How easy is it to fit in family life with your clients' needs?**

Like any working mum it's a struggle to get the balance between giving the best service possible to your clients and the attention your family deserve. It is a fine line and has been a steep learning curve. Many clients want early mornings, evenings or weekend slots - the times that my husband and kids want too! To make sure both my clients and family get 100%, I laid down some ground rules - limit my evening work to three nights per week, work Saturday but devote Sunday to my family.

### **FSE: Is there anything you know now that you wish you'd done differently when you were starting out?**

There's nothing I would have done differently apart



from getting more organised about eating when training clients back to back! When I train

clients in a row there is little time to refuel to keep energy levels up. Bouncing around, sparring, demonstrating exercises and generally being active is physically draining and food is essential to keep going. Now I bring with me quick, easy to eat carbohydrate loaded food such as homemade hummus, vegetable sticks and nuts to give a steady slow release of energy. Also fibre rich fruits such as apples, pears and grapes are great when I need an instant sugar boost.

### **FSE: When you have some downtime, how do you like to put your feet up?**

Apart from catching up with friends, my idea of heaven is reading a good book with a glass of chilled Sauvignon Blanc - I must be getting old! I'm currently ploughing through the epic *Earth Children* series, about Ayla's life on the glacial continent of the last Ice Age. I'm losing sleep because I can't put them down...

### **FSE: How can readers find out more about what you do?**

They can check out my website [shendafalveypersonaltraining.com](http://shendafalveypersonaltraining.com), give me a call on 07887 727 335 or just pop down to Central Park for a chat. For social media lovers, my page, [facebook.com/shendafalveypt](https://www.facebook.com/shendafalveypt), has exercise and tip of the week, nutritional advice, health and fitness news, client 'big ups' for reaching targets alongside fun bootcamp pictures, with [twitter.com/ShendaFalvey](https://twitter.com/ShendaFalvey), giving more of the same.

### **READER OFFER**

To help get your 2013 fitness programme on track, Shenda is giving every reader a FREE one hour bootcamp session. Just text her with your name, preferred day and time and quote 'Families'.