

# Outdoor gym opened by North fitness trainer



➤ The outdoor gym at David Fairlamb Fitness is sited in a previously unused corner of the campus at Queen Alexandra Sixth Form College

## BUSINESS

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**A**TYNESIDE fitness company which brought beach bootcamps to the region has notched up another first by opening a private outdoor gym.

David Fairlamb Fitness, which this year celebrates 20 years in business, has created the outdoor gym at its training facility at Queen Alexandra Sixth Form College in North Shields.

The floodlit gym provides access to a range of obstacles and fitness equipment such as monkey bars, gymnastic parallel bars and a climbing wall, designed to cater for the growing number of people now taking part in obstacle course-style challenges and the increasing popularity of training outdoors.

Mr Fairlamb, who worked with The Journal to establish the successful Fit Factor programme and writes a weekly fitness column for us, said: "When we first set up our beach bootcamps more than 10 years ago, people laughed and asked us who in their right mind would choose to train on a windswept, freezing cold beach in the North East.

"Our beach sessions, however, continue to grow in popularity as people increasingly chose to train



➤ Fitness trainer David Fairlamb believes his private outdoor gym is a UK first

outdoors in the fresh air. You would be amazed by the number of people who join us every week on Tynemouth beach, regardless of the weather, and to date we have never had to cancel a session.

"However, while people like to train outdoors, for a fully-rounded training programme, it's important to include more than just cardio and body weight training, so our outdoor gym provides all the functional equipment you might find in an indoor setting with the added bonus of being outside."

Mr Fairlamb has been scouring the internet to see if there are any other fitness companies offering a private outdoor gym - and hasn't been able to find another one in the whole of the UK.

He said: "We are fortunate to have private outdoor space at our gym which we have been able to transform in to a dedicated training facility with all the equipment needed to get people obstacle course-ready or get started with functional training.

"In many ways it's like a play-

ground for adults with a range of monkey bars and other obstacles to tackle. While this playground will be lots of fun, it will be hard work too but our team will tailor the exercises to individual's abilities."

David Fairlamb Fitness will be running specific small group training classes every Wednesday and Friday evening but eventually offering daily classes for everyone, from beginners to seasoned athletes.

The classes will be open to members and non-members on a pay-as-you-go basis.

## North East businesses invited to hear plans

THE North East Local Enterprise Partnership (LEP) is urging the region's business community to come together in the new year to hear about opportunities to be involved with plans to create 100,000 more and better jobs for the region.

Members of the LEP's senior management team will outline how businesses can get involved in the programmes run by the LEP, covering areas such as funding, innovations, skills and business growth.

The North East LEP manages over £500m of public funding and plays an influencing role in the allocation of regional European funding and the event will include a briefing from the North East LEP executive director, Helen Golightly, on the funding landscape.

Innovation, and opportunities for businesses to get involved with innovation events and initiatives across the North East will also be discussed, including an outline of the innovation priorities which are set out in the region's Strategic Economic Plan - the document which lays out a clear roadmap for creating more and better jobs.

Ms Golightly said: "It's a chance to ask questions and find out how you, your organisation and your clients could be a part of some of the exciting opportunities for businesses here in the region."

North East LEP Chair Andrew Hodgson will lead the event, which takes place on January 19 from 8.30am to 10.30am at the Centre for Life in Newcastle.

## Tech firms urged to enter awards

NORTH East tech firms are being encouraged to apply for a competition that celebrates the country's fastest growing businesses.

Entries are now being accepted for the Northern Tech Awards, which will take place on March 22 in Edinburgh.

The awards recognises the top 100 fastest growing tech firms in the region, and aims to identify the sectors next success stories.

The event is organised by investment banking firm GP Bullhound, and is open to firms with a minimum turnover of £500,000 in 2015.

This year's judging panel includes serial entrepreneurs Bill Dobbie and George Mackintosh, the former editor of Wired David Rowan, and the former CEO of GB Group Mark Sebba.

Businesses are required to submit their entries before February 23.