



**S4F STRIVE FITNESS**

**REQUIRMENT COLLECTION**

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## 1 a. Initial discussion

### **Client message:**

Hi I am a Triathlon Coach and want a responsive website built that is suitable for mobile devices. An example website I like is: <http://www.teamdilloncoaching.com>

I would like my website to look as slick and professional as that.

I started to build a sit on Wix which is here:

<http://editor.wix.com/html/editor/web/renderer/edit/04717c3d-652a-4362-a898-1be8f0cf041a?metaSiteId=2fe70f20-dc9e-4504-ac68-085808da85fb&editorSessionId=CCCAACC0-98AD-4DE3-8C77-736E4D27EB50#>

But want it to look as professional as the Team Dillon Site above.

The pages I want are

1. Home with scrolling images and social media feed
2. Why Us (or about us)
3. Coach's blog
4. Athletes Page
5. Services
6. Contact us

**Our response:** Hello Manny, thank you for the purchase. Hope you are doing good. The reference site that you have shown will fit in scope of our bespoke hourlie like we have done it for <http://slip-testing.co.uk/>

<http://www.g-max-testing.com/>

<http://pjpportraits.co.uk/>

<http://morgandrivingexperience.com/>

<http://www.mikenowillphotography.co.uk/>

<http://www.surfaceperformance.com/>

Also your site has got around 6 pages which would be over and above this hourlie requirements.

Our bespoke hourlie comes with keyword research and on page SEO as well. Also we take care of selecting and sourcing image for you. Let us know if you are interested to upgrade to our bespoke hourlie. <http://www.peopleperhour.com/hourlie/design-and-develop-a-bespoke-website-of-your-dreams-in-wordpress-cms-with-on-page-seo/197574?ref=member>

Or else we can do it via this hourlie as well. Kindly let us know which 5 pages shall we create.

Here is the link to 14 days free membership to stock images site from where you can download 5 images / day

*[Kindly contact us to get the trial link of the royalty free stock image website]*

\*Make sure to cancel the membership at 14th day else you will be billed\*

Here are some themes to choose from

*[Kindly contact to see the themes that we showed to the client]*

Kindly let us know which theme do you want to go with to fit in scope if this basic hourlie. And we have to stick to the layout and designs of the theme if we are to do it via this basic hourlie.

Kindly share us your wix login details to have a look.

Kind Regards  
rahul

**Client Comments:** Hi, Yes please can I go for the bespoke package.

Can I add another page then please for a Forum. Like a chat room page.  
My wix login is xxxxxxxxxxxx

**Our response:** Hello, what kind of forum you want? Chat is different. That would be dynamic functionality and would be extra effort as well. Let us know.

One more quick question: Do you want boxed layout as in <http://www.teamdilloncoaching.com/> or full width layout as in your wix site?

Kind Regards  
Credofy Team

**Client Comments:** Full width I think as long as it still works well on mobile devices.

Hi, here is a photo of me.



**Stock Photos I would like:**

1. <http://static1.bigstockphoto.com/thumbs/8/6/8/large2/86876939.jpg>
2. <http://www.bigstockphoto.com/image-52635250/stock-photo-triathlon-runner-man-triathlete-running-training-on-hawaii-for-ironman-male-athlete-running-in-red-compression-clothing%2C-shorts-and-top-on-volcano-on-big-island%2C-hawaii>
3. <http://www.bigstockphoto.com/image-49932167/stock-photo-ironman-coeur-d-alene>
4. <http://www.bigstockphoto.com/image-90084635/stock-photo-man-triathlon-iron-man-athlete-swimmers-swimming-in-silhouette-on-white-background>
5. <http://www.bigstockphoto.com/image-52794937/stock-photo-young-athlete-triathlon-in-front-of-a-sunrise>
6. <http://www.bigstockphoto.com/image-89147453/stock-photo-triathlon-long-distance-swimming>
7. <http://www.bigstockphoto.com/image-63251971/stock-photo-timing-times>

8.<http://www.bigstockphoto.com/image-73529515/stock-photo-triathlon-feet-and-legs>  
9.<http://www.bigstockphoto.com/image-71671522/stock-photo-valencia%2C-spain-september-6%2C-2014%3A-women-athletes-preparing-for-the-swim-section-of-the-women-s-toro-loco-valencia-triathlon>

**Client Comments:** Hi, Here are pictures of my Squad I would like loaded onto the website if they are high quality enough.



**Our response:** Hey, Thanks for the images!  
We will use them in the website. Regards

**Client Comments:** Hi, Here are my Squad's 5 Sponsor's logos can you place them on my Home page please.

Also for the Athletes page can I have that with a subpage so that when you hover on the Athlete's Page button you can click on "Athletes Testimonials" or "Athlete's Blog"

**Our response:** Sure we will do that!  
Regards

## 1 b. Site Plan

1. Home Page
2. Coach's Blog
3. About Us
4. Coaching Services
5. Athletes and Testimonials
6. Contact Us
7. Training Camps



## [Home](#)

### 1. Revolving Banners

**Sliding banner 1** : IMG\_0978.jpg

**Caption:** Personalised Triathlon and Endurance Coaching within a Squad Environment

Options to train and race with other athletes while following your customised plan

**Sliding banner 2** : IMG\_0979.jpg

**Caption:** Achieve your potential

From beginner to elite we will be with you every step of the way until you reach your goals



S4F Triathlon and Endurance Coaching

Professional British Triathlon Level 2 Coach and Level 3 Personal Trainer – Support to maximize your fitness potential

Welcome to S4F Triathlon Coaching. We offer truly personalised coaching to ensure you reach your triathlon or endurance goals. We have coached athletes of all abilities to reach some amazing goals, so whether you are aiming to qualify for Kona or to finish your first sprint triathlon we will be by your side every step of the way with the very best coaching and personal support possible.



## [About Us](#)

### **Coach Musty**

Coach Musty has successfully been coaching triathletes for over ten years. During that time he has coached athletes of all abilities to a wide range of outstanding results from completing a first sprint to GB age group representation at the European Long Distance Championships.



“I still remember how amazing it felt when I tried my first triathlon in 1988 and I have been hooked on the sport ever since. The sport has taken me on some amazing adventures and I am really content with my

athletic achievements. I now have a real passion for helping others achieve their goals. I learnt my craft before there were books, coaches and scientific research but I now utilise the latest ideas and research alongside my extensive experience to ensure my athletes reap the maximum benefit from their available time while maintaining balance and fun in their lives. My approach is very much based on developing great relationships with my athletes so I can ensure their training programme is unique to them. I am not, however, just a triathlon coach; if you want support towards general fitness or other endurance goals or are looking for a Personal Trainer then my qualifications and experience in strength and conditioning, functional strength, core conditioning, postural alignment, and exercise referral will deliver the quickest outcomes for you. Whatever your sport or fitness goals I know I can help you solve your fitness challenge, whether it's just to get fitter and stronger, complete a marathon or to qualify for the Ironman World Championships I guarantee I will leave no stone unturned and will be right by your side every step of the way until you reach them.”

Favourite quote (it's a long one!): “It is not the critic who counts, nor the man who points how the strong man stumbled or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly...who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, at best, knows the triumph of high achievement; and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.” (Theodore Roosevelt).

#### **Sporting Achievements:**

- 3<sup>rd</sup> in Age Group in 2012 England National Championships - Olympic Distance
- 10:18 PB for an Ironman
- Completed 10 Ironmans
- 2:55 PB for London Marathon
- 2:08 PB for Olympic Distance Tri
- 38:04 PB for 10k

#### **Coaching Qualifications and Experience:**

- British Triathlon Qualified Coach (Level 2)
- Personal Trainer – Level 3 Register of Exercise Professionals (REPs)
- GP Referral – Level 3 REPs
- ASA Level 1 Swimming Coach



- Exercise & Back Pain Management – Level 4 REPs
- Certified Biomechanics Coach (Level 2)
- Core Conditioning – REPs Certified
- Kettle Bell Exercising – REPs Certified
- Indoor Spinning – REPs Certified
- Qualified Accountant (not really relevant to Triathlon but helpful background skills)
- Head Coach for Shires Triers Triathlon Club
- Proven ability to improve athletes' swim times quickly

Phone: +44 (0)7957263542 Email: info@Strive4Fitness.com

## Services

### Coaching Plans

At S4F your goals and requirements are paramount and our coaching plans offer the greatest level of Support from Coach Musty. Our coaching plans are suitable for all abilities and for different sports or goals whether it's to qualify for Kona, run your first 5k race or to just get fitter and stronger. We offer 4 levels of support: Bronze, Silver, Gold and Platinum; each one varies on the level of support but all of them include a tailor made programme based on you as an individual and your goals, regular interaction with Coach Musty, answers to all your questions and a coach that is passionate about you and your goals.

BRONZE	SILVER	GOLD	PLATINUM
Online Option	Includes everything in the Bronze	Includes everything in the Silver package	Includes everything in the Gold package
Email set-up consultation	Face to face in-depth set up consultation	Fitness and mobility Pre-screening (includes)	

Detailed periodised training plan loaded onto Training Peaks every 4 weeks covering: swim, bike, run, strength	One 1to1 session per month with Coach Musty at state of the art Gym in Central London (alterna@ve loca@ons possible). Addi@onal 1to1sat £50	Two 1to1 sessions per month with Coach Musty at state of the art Gym in Central London (alterna@ve loca@ons possible). Addi@onal 1to1sat £45	A weekly 1to1 session with Coach Musty at state of the art gym in central London. Addi@onal 1to1s at £30.
Race day plan: taper, pacing, nutri@on and	Access to all S4F Group Sessions (at least 2 per	Coaches feedback on key workouts	
Weekly email review and	Unlimited email communica@on	Unlimited email and text communica@on	Unlimited communica@on via e-
S4F Squad Hoody or Polo Shirt	Silver level discount (5%) on S4F Squad Kit, training camps, swim	Gold level discount (10%) on S4F Squad kit, training camps, swim	Pla@num level discount (15%) on S4F Squad Kit,
Set Up fee: £40	Set Up fee: £60	Set Up fee: £80	Set Up fee: £80
COST: £70/month	COST: £110/month	COST: £160/month	COST: £210/month

### Ready Built Programmes

12 Or 24 week detailed plans for 10k, Half---Marathon, Marathon, Sprint Triathlon, Olympic Triathlon, Middle Distance Triathlon or Full Ironman Triathlon. Plans range from £20---£80.

### One to One Swim Clinics.

Guaranteed to improve your front crawl as quickly as possible these intense swim clinics with Coach Musty include follow up drills and sessions as well as the hour one to one in the pool. £65 per hour.

### Run Clinics.

A one to one run clinic with Coach Musty will assess any mobility or gait limiters and provide the correct drills and exercises to improve your running technique quickly and sustainably. £55 per hour.

### Strength and Condiloning Packages

Depending upon your goals and requirements this will usually include an ini@al screening to assess mobility and strength imbalances/ limiters and a one---to---one session with Coach Musty to go through the key strength and condi@oning exercises specific to you as well as a programme to follow on your own. £65 for 2 hours.

## Personal Training

Whatever your fitness goals a one to one session with Coach Musty will maximise your gains in the shortest @me possible £45 per hour.

## Signup

S@ll not sure? We can help! Click Here to drop us a note --- we'll help you find the right match! Please note that the fees listed above are for working directly with Coach Musty

## [Athletes & Testimonials](#)

Michael Gallucci - 27 August 2014

Coach Musty is a friendly, reliable and trustworthy guy who has coached me over the last few months with a high degree of discipline and direction. In a short space of 3 months I have increased my running speed by over 10%, my swim times per 100m by over 20 seconds and my overall performance at the Olympic Distance has improved by 9 minutes. As we work together with regular weekly



sessions and one to one guidance and planning, my fitness is improving and I feel Musty's planning (using Training Peaks tool) enables me to train productively whilst benefitting my strength and conditioning.

**Dan Powell – 28 August 2014**

I have been racing triathlons since 2007, and had always been self-coached. In 2013 I decided to take on the Ironman distance which would take me into uncharted territory having 'only' raced sprint, Olympic and half IM distances to this point. I felt that I needed a coach who understood what was involved, who would understand my personal requirements and tailor a programme around them. Most of all, I needed someone I could trust. Having sat down with Coach Musty in the summer of 2013, he talked me through a plan that would be tailored to my needs and one that would enable me to fulfill my goal of finishing IM Austria. Over the following 9 months we worked closely together to put in place the building blocks I needed; covering all the critical areas from gym, core and plyometrics, to swim-bike-run, to nutrition and recovery. All of this helped me to be in the best shape of my life (and I'm 42 now!) when I toed the line in Klagenfurt. But it wasn't simply the training that we put in place, it was the well-timed piece of advice and the confidence this engrained in my ability to cover the distance. The result? I achieved everything I wanted to and

more. I went under 11 hours in my first IM, something that would not have been possible without the well planned bespoke schedule, insight and support Coach Musty provided.

### **Alison Park – 27 August 2014**

I started triathlon as at age 35 I couldn't swim and booked onto a friendly low-key super-sprint tri to give me the perfect excuse to have to learn. As with most people that get involved with triathlon - that was it I was hooked! I joined my local triathlon club and through them met Musty who was one of the more experienced members of the club having done 10 ironman races himself over his 20 years in the sport. As I got involved in longer distances I realised I didn't have a clue what I was doing and I was on the road to injury or blowing up! I asked Musty if he could help me and he agreed to coach me - the best decision I have made since starting triathlon.

Musty successfully coached me through my first ironman last year in a respectable sub 13hours with only 8 weeks notice (I won the entry last minute), he then managed to get me significant PB's in the last year for 5km, half marathon, sprint-tri, half ironman and full ironman distances. My swim was my weakest discipline and with Musty's help we have taken 14minutes of my ironman swim time this year.

If you want a coach who is encouraging, helpful, knowledgeable and always there for you with advice when you need it, Musty is the coach for you. Without Musty's coaching I would not have made the progress that I have to date, or have the dreams and aspirations that he gives me the confidence to believe are realistic.

### **[Coach Musty's Blog](#)**

**\*\*LIMITED SPACES REMAINING\*\***

Attend our fun but intensive triathlon training camp:

In 2015 S4F Triathlon Coaching will be leading a training camp to the stunning French Alps to ride some of the most iconic Tour de France cols. We shall also spend some time in the stunning city of Nice to experience the cultural capital of the Cote d'Azur as well as cycle the iconic and historic Ironman France bike course.



www.shutterstock.com · 159812069

**Thursday 4th June to Tuesday 9th June 2015 (5 nights)**

Our camp is open to all triathletes who want to have a focused week of triathlon training in a relaxed atmosphere. We will work you hard throughout the week and each session will have a focused objective but we aim to create a fun environment around the training sessions too. It doesn't matter what you are training for; we will create appropriate training for all participants.

### [Blog : Are you Training or Working Out?](#)



Some people use those two terms interchangeably but in my mind they are very different and depending upon your goals understanding the difference can be key to determine how successful you are at reaching your goals.

Many people take part in regular and physically demanding sessions some of those sessions can leave them totally drained and exhausted and they can be great fun. I call this working out and there's absolutely nothing wrong with these sessions if your goal is to work hard, sweat buckets and have fun. This is what gym classes, some personal trainer sessions and club sessions are aimed at. If you don't have any specific goals then these sessions are probably right for you.

Working out is anything that makes you sweaty and tired but not necessarily better because it lacks consistency, direction and specificity.

If on the other hand you have specific athletic goals like breaking 3 hours or 4 hours for a marathon, lowering your Ironman PB, reaching specific mobility or strength targets then workingout isn't going to help you reach those goals. In that case you need to be training towards your goals; you need to be following a

customised training plan that takes you from your current level of fitness to your goals in the safest, quickest and most sustainable manner.

Training is when you have a progressive plan with measurable goals and continual challenges.

It can certainly help to enlist the help of an experienced and knowledgeable coach to create and follow that customised training plan, but if you are experienced and knowledgeable you can do the same thing for yourself. So how will you know if you create a training plan or just a written down workout schedule? A key test is to ask yourself the following 2 questions before, during and after every workout:

Does this session have a defined purpose that moves me closer to my goals according to my Training Plan Did I complete the session as intended

If you can answer yes to those 2 questions then you are probably training rather than working out. It's important to realise that this doesn't mean every session needs to be a killer session; what it means is that every session should have a purpose and that purpose should be getting you closer to your goals; within a well structured training plan there is definitely a place for easier sessions that fit those criteria.

So take some time to figure out whether you should be Training or Working Out and then apply the test above to see if you may need to change your approach.

### [Escaping the Crab Bucket](#)

A slightly random blog this time inspired by an email from a coach who often provides great ideas and thoughts. It's an idea that we have all heard before but it was the first time I heard it explained through the vibrant imagery of a bucket full of crabs!



How easy is it for crabs to climb out of a bucket and escape? Well if you put one crab into a bucket it will easily find a way to climb out and escape. If, however, you put a dozen or so crabs into the same bucket then surprisingly none of them will escape. That's because each crab will pull down any crab that's trying to escape a case of "if I can't get out then neither can you". We often encounter our own "crab bucket" with some people trying to pull us back and stop us achieving our important goals, whether that's doing our first 5k, qualifying for Kona, coaching others or starting a new business or personal venture. It's always good to be watchful for anyone trying to hold us back for negative reasons like that and when we do we need to take a deep breath, steady our nerves, keep our eye on the prize and climb right out of that bucket.

## S4F Tri Squad - 2015 Season's Review

First a quick recap of how it all started:



After 26 years of amateur racing at a fairly high level and coaching in the life changing sport of Triathlon, I decided to transition out of my life as a qualified accountant and start a Triathlon Squad. Why, Why Why and "you're too old for a mid-life crisis!!" were the cries I heard all around me. Simple answer - it's a passion and I thought lets try to follow my passion and see what adventure awaits. Hopefully it will see me to my retirement age and beyond if not it will be a great adventure while it lasts.

Ok that explains dropping out of the "exciting(!)" world of Accountancy but why start a Triathlon squad? I believe Triathlon is a life-changer and not just a sport. It will fascinate, excite, and satisfy that life "itch you can't scratch" like nothing else. Having come from a background of zero sport once I discovered Triathlon it kept me hooked and I eventually achieved performances I never dreamed possible. I can't exaggerate enough how impossible a sub-3 hour marathon would have seemed to my student or adolescent self; I still remember the feeling of "how did you do that" when I hit the finish line of the London Marathon with the clock saying 2:55. It wasn't the time that made it so magical it was the years of training and adventure that went into that performance and how far I had come that still amazes me today. I feel the same way about my 2:08 Olympic Tri PB and numerous other achievements. So if my Triathlon Squad can pass that feeling on to at least one other person then it would have achieved my dream and my goal for it.

Our first year as a Squad has turned out to be every bit of the amazing adventure I had hoped it to be with lots of fantastic achievements and shared memories to last a life time.

We have been very fortunate to work with some amazing sponsors and none of our adventures and achievements would have been possible without them, so big thanks to the following awesome companies:

- TRIATHLON ZONE
- MPGQS
- HKR ARCHITECTS
- BOWLLER ROOFING
- HBD SURVEYORS
- PISSOURI HILLS

## **Social Starts**

We started the year getting down to “serious business” with a couple of great social events around Christmas 2014 so that everyone could meet each other and it set us up perfectly for a tough year of training and racing.

## **Spring Bike Camp**

Our first Training Camp was a weekend of road cycling in the glorious mountains of South Wales in April 2015. We were lucky that summer made a surprise appearance with glorious sunshine all over the weekend. For some members of the Squad about to start on their first season in Triathlon it was a baptism of fire with some very challenging mountains to contend with. I was well aware that it may have felt like a challenge too far for some, but in my opinion that’s what a training camp is supposed to do; test our limits and expose them for what they are - self-imposed limits of our own creation that we can all free ourselves of given the right supportive environment and a group of fellow squad members there to help each other explore those limits together. Everyone had a great time and the squad vibe was starting to come together just as I had hoped. My fondest memory involves our awesome Squad Member, Eugene Doherty. When I was racing and training hard I would often think how tough it was trying to cope with a young family and a demanding job while training for Triathlon. But I now know that was a walk in the park compared with the challenges Eugene has to overcome each day as a Type 1 Diabetic. Our last day on the Camp involved climbing the highest tarmac road in Wales - Gospel Pass. An hour into the ride it became obvious Eugene was struggling to hold the pace of the group; everyone was happy to slowdown but with the temperature being pretty low, going too slow meant others in the group getting dangerously cold. As I had taken a break from racing I had built up some useful Coach’s blubber so I sent the Squad on and I dropped back to help pace Eugene to our scheduled lunch stop. I encouraged him to take on board some fuel and we rode together letting the rest of the Squad ride off into the distance. Eugene offered(?) to stop a few times and said he was completely done but I kept him pedaling just long enough for his energy to start returning and gradually our speed picked up. Before we knew it we could make out the Squad just ahead of us and inch by inch we clawed our way back to them. For the rest of the ride Eugene had found some new energy and was able to stay with the rest of the Squad for what turned out to be the best ride of the weekend - it seemed a miraculous turn around. I’m sure that ride will be a useful reference point for Eugene in future races and challenges.

## **National Sprint Championships**

Our first squad race was at the National Sprint Championships; well you may as well jump right in at the deep end! I was very proud of everyone’s performances. It was a tough place to open the



season's racing as the competition was the best in the Country, and the May date made for a very chilly swim. A few squad members had major problems in the swim and so times were slow but everyone persevered and finished.

We did have an outstanding performance from Allie Park who with a build up of only Ironman specific training managed a super 10th in her age group against the Country's best Sprint specialists. It was a calculated risk starting our season at such a tough race and I expected us to get hauled through the mangler but I think I know my Squad very well and my plan was to present them with a massive challenge from the start which in the short term might damage a few egos but in the long term would quickly and effectively start turning them into focused Triathlete RACERS. Would that work or would it leave people in pieces and a desire to quite?

### **French Alps Bike Camp**

We then moved onto our Training Camp in the French Alps, which for me was probably the highlight of the season. It was a small group of 6 and we managed to climb a number of epic Tour de France Cols including: Mont Ventoux, l'Alpe d'Huez, Col de la Croix de Fer, Col du Glandon, Col d'Ornon and a few others. We were mainly based at the foot of Alpe d'Huez in amazing accommodation provided by More Than 21 Bends (highly recommended) and the social vibe and group meals (boy did we eat and drink a lot!) was fantastic. Each day would consist of a tough day of cycling followed by an awesome group meal. Our most memorable day was our longest day in the saddle - over 8 hours. We started with the 30km climb of the Col de la Croix der Fer my favourite alpine climb of all. I had explained to the Squad that it was a really long climb with a couple of heartbreaking descents and it felt like you were cycling into an Alpine wilderness with no hope of rescue if things went wrong. After climbing to the top and stopping for a sandwich and coffee we backtracked a little and went over the top of the Col du Glandon and descended to our next climb. We were going to tackle the Lacets de Montvernier, which were about to feature in the Tour de France for the first time. As we approached the first ramp up we saw a "Road Closed" sign; there were a couple of whispers of shall we turn back and "what do we do now" but in the spirit of my approach to racing and setting up the Squad I said "let's give it a try and see what happens". We climbed up the amazing switchbacks until two thirds up we encountered a team of French road builders blocking up the whole road with lorries and all manner of vehicles - would they send us all the way back down? In France cyclists get quite a bit more respect and they all shifted out of our way and in a friendly manner urged us to continue up weaving through narrow gaps of lorries and patches of wet tar.

When we reached the top we stopped for a drink at a village water fountain; the temperature had climbed above 35c by this time, we had been cycling for 5 hours in extreme heat and we still had a

10km descent, a 30 km ascent up one of the toughest Tour climbs and then a 40 km descent still to go to get home! I sensed a little bit of fear and trepidation in the group as it dawned on everyone how far we still had to go. This was the first alarm bell that starting ringing in our heads that we may have bitten off more than we can chew.

As we started up the ascent of the Col de La Croix de Fer (a climb described by Simon Warren in his 100 Greatest Tour Climbs as a “climb he wouldn't wish on anyone”) the second alarm bell went off. We cycled past a group of Aussie cyclists who had obviously just descended the opposite way and were packing up their bikes into vans and enjoying an end of ride cold drink and some food. The sky in the distant horizon looked absolutely black (could there be rain ahead!!) and as we passed one of the Aussies shouted out ‘don't worry its only looking bad.....where you are heading ha, ha, ha”. His Dark Aussie humour created a mini panic in my mind had I led our group into a disaster, was my insurance adequate for losing a group of cyclists in the French wilderness and would we ever make it back home and more importantly was there room in those Aussie vans for our group? So we cycled on!

We climbed and we climbed and we descended and we climbed and we climbed still in extreme heat but with the threatening black sky ahead of us. Before the final set of switchbacks we stopped for some pizza, chips and coffee and as we sat under a baking sun we started to feel the taste of home - just 60 minutes of climbing to go and then a 40km descent to go.

The final set of switchbacks are pretty demoralising the view is pretty limited, the roads deserted and steep. As we neared the summit we felt a few drops of rain and as we crossed the summit we were greeted with that black sky, light rain and flashes of lightening. A quick stop to don our rain jackets and we were off. As we descended it started to rain and then rain harder and then it was torrential and just as I thought “well at least it can't rain any harder than this” - it did!

The first 15kms of descending involved riding down roads that had become rivers, a lot of shivering and worry. We were in the wilderness if something happened now we would be in trouble. We picked up a couple of other crazy riders and we all descended together with Allie at the front doing a great job of guiding us down safely. Descending in torrential rain under black skies meant we got very, very cold very quickly to the point where it was a struggle to focus on controlling our bikes. Luckily just as we got as cold as we could we hit the short 1 km climb which punctuates the long descent. It was time to ride up hard to warm up before starting the last 10km of descending. As we started descending again we saw a glimmer of lighter skies and a few sun rays ahead in the valley we were heading to; the feeling of fear started to subside and a feeling of joy and achievement

started to take hold instead.

We reached the bottom and in front of the most impressive reservoir and dam we had a big group hug to celebrate the fact that we had made it! It was a joyous feeling - we had reached a point in our minds that felt like we had pushed our luck way too far, a point from which we couldn't manage to get back, but somehow we had stuck together supported each other and made it back. What seemed to have been our limit prior to the ride had been pushed far back ready for us to test again on a future adventure. At some point we would reach that same feeling in a race and the memory of today's ride should give everyone the ability to keep going and break through that limit.

That ride will live in our memory banks for a long, long time.

The end of our camp finished with a stay in Nice and a day of riding the iconic Ironman France bike route. Pretty much every Triathlon great has cycled over those same roads: Mark Allen, Mike Pigg, Dave Scott, Simon Lessing, and Paula Newby Frazer.

Squad member Michael joined us for this part of the camp and Ross and Gerry flew back home. The Ironman France bike route is very tough with a real Mountain climb to conquer. It would be the longest ride Michael had ever attempted so it was another day of conquering self-imposed limits and although the ride pushed him further than he thought he could handle, the next day he was contemplating that perhaps one day an Ironman would be possible - another self-imposed limit successfully crushed!

### **Hertfordshire Club Championships**

With an action packed summer we were fortunate enough to be able to field a strong team at the Hertfordshire Olympic Distance Club Championships. The Hertfordshire Club Championships were a brilliant new event organised by James Shipley at Active Training World; it's great for my Squad to be able to support new local events like this. We had entered the Sprint champs earlier in the Summer and had come 5th which was great and my honest assessment was that we would have just as much fun as before and manage a similar placing. We did have a great team there but we were missing 2 Squad members that would probably have made for an even stronger team. Everyone raced brilliantly and we had 2 age group winners thanks to amazing performance by Allie Park and Tijl who blitzed the bike course to earn the fastest bike split in the whole field!

As the announcement for the first 3 teams was about to be made, we weren't really listening as no one imagined this would be of any relevance for us. Everyone in the Squad was chatting and reflecting on how much fun they had and getting support from other Squad Members during the race made it even more special. No one was really listening to the place announcements when

suddenly we heard in “3rd place S4F Triathlon Squad”. I was so shocked I didn't quite know what to do so I wandered up to the announcer to shake his hand; he looked a little embarrassed for me and said well done but there's no prizes for third and second only for 1st so you didn't need to come up. I just laughed and said we are so happy to have come 3rd that I want to come up and shake someone's hand anyway; which we did to lots of laughter. Prize or no prize being announced as the 3rd team with 2 large and longstanding clubs above us was a real cause for celebration and I had no problem with embarrassing myself.

After less than a year together as a Squad this was a major achievement and the seed of “wait until next year” started germinating in my mind.

Many of the Squad members had their own races and goals to aim for throughout the season and a few of the other notable mentions include:

Gerry Frewin for an outstanding performance at the tough Alpe d'Huez Triathlon. It was his first season back at focused training after a number of years away from Triathlon. I know 100% that we haven't seen anything like the real Gerry yet, so next season looks really exciting.

Michael Gallucci for an amazing PB at Ironman 70.3 St Polten. It's not that long ago that Michael was a complete beginner and the improvement he has made is pretty spectacular in such a short space of time.

Mark Crowne for putting all the pieces together when it mattered most to race superbly at the Herts Club Champs. It was his first season of racing Triathlons and although he is a good pool swimmer he had major problems at his races all through the Summer in the open water so it was great to see him put all the pieces together at last. With that hurdle crossed next year should be pretty spectacular.

Kate Couchman started with the Squad then took a break from it and I'm really glad she found her way back to us. She has set some bold goals including to one day complete the Comrades Marathon, one of the most iconic and toughest running events in the world. As a beginner to endurance sport it's a real reflection of her strength of character to set such challenging goals. I have no doubt she will achieve her goals.

Cameron, our Youth Squad member for being brave enough to tackle the best Triathletes in his age group at the National Duathlon Championships when he wasn't really ready for it and having a really tough day there. He bounced back to race superbly and place in the top 10 in all his other races and should be even better next year

Ross Armstrong found a real talent and love for climbing in the French alps. His cycling knowledge was also second to none and he thrashed everyone in our Tour de France fantasy league.

With the end of the season and as the Squad starts planning its adventures for next season it's really pleasing and exciting to welcome a number of new Squad members including:

Ali (Alice) Travers

Pippa Stacy

Lucy Guest

Sarah Burton

Darren Simpson

TijlUijtenhaak

Each starts from a very different place and have differing goals but each adds their own unique set of strengths to the Squad. I am sure I will be writing about some fantastic performances and achievements for each of them over the coming season.

**Bring on 2016, I can't wait.**

### **Race report for Ironman Wales**

#### **The lead up to Race week**

Ironman Wales has been on my hit list of races to do for quite a while and after an winter of knee and shoulder injuries I decided to swap my planned June race of Ironman Nice for the later race of IM Wales in September. This would give me 3 extra months training to get back to full fitness and build the distances slowly. That was the plan anyway, but as always, even the best laid plans don't always work out. This year saw me working longer hours than ever before and also going through a very big life style change transitioning from living alone in a 3 bed house all kitted out for training with no one to answer to other than the dog, to a life living with my boyfriend in a house the same size where both of his girls have a bedroom, so goodbye turbo in the front room with the huge flat screen TV and hello cold, dark garage.

That being said, I am very happy that my life has taken this turn, but it did mean training took a back seat for most of the year, and hence, I have never felt so under prepared for a race as I did Ironman Wales. Six weeks before the race saw me change jobs too with a fairly substantial career change which was an awesome opportunity but obviously meant that last six weeks training never really happened!

In August I had a weeks annual leave and was in Tenby to practice the race course. This has to have

been the most emotional training week of my life, I spent several of the long rides and run sessions questioning what I was doing and in tears at how unfit I felt compared to training camps the previous year. The emotions and self-doubt all came to a final peak on a 4hr ride with boyfriend when I wasn't hitting the targets that had been set. Just as I was crossing the road over the reservoir on the IM Wales bike course I pulled to one side and broke down in floods of tears telling Mark that I was going to withdraw from the race. He was fully supportive as always and told me he would be behind me whatever I decided to do.

That night I felt like a huge weight have been lifted from my shoulders and I drafted an email to my coach to tell him I was withdrawing. As always with big decisions I decided to sleep on it. The next morning, my feelings had not changed so that was that, the email was sent. Decision now made, I waited anxiously for a reply from my coach, and I also informed a good friend of mine that I was withdrawing. However, it seems my coach believes in me more than I do and when he received the email after 'that' bike ride to tell him I was withdrawing I was quite surprised when he said I should reconsider and make sure I was making the right choice for me. I genuinely expected him to simply agree with me that I was under prepared and say withdrawing was a good plan. At this point I decided withdrawing was still the best plan so changed my training camp into a lazing around the campervan camp. Being as I didn't have proper wifi to get online other than the occasional bit of phone signal, I didn't get around to withdrawing officially.

Two days later I had been thinking about the race a lot and thinking what a failure I would feel not to complete an Ironman this year after having a DNF at the end of last year from medical issues. Just as I was starting to have second thoughts, I got an email on my phone – the Ironman Wales start list and athlete info. That was it! If the names had been published and were finalised there was no way I was going to get a DNS the year after my first DNF. I would have to complete this race no matter what! Time to change my goals from getting a respectable time to simply just turning up and crossing the finish before cut offs.

### **Race week**

We went to Tenby on the Thursday before race weekend to give us a day or two to chill out before the race. By now I had enough time to get used to the idea of not 'racing' the event but simply going to Tenby to complete the Epic Ironman course and 'enjoy' the experience. The forecast leading up to the event was terrible, high winds and torrential rain, however as the days ticked by the forecast slightly improved and I think we had the worst rain on the day before when I went for my final short swim/bike/run session and got absolutely soaked through for an hour.



Practice swim earlier in week

### **Race day**

Being as Tenby is literally taken over by athletes and spectators for the week or Ironman the only taxi we could to the race venue from the campsite was at 4:40 in the morning, so this meant a 3:30 alarm to get up and prepared for the big day.

Heading into Tenby I felt relaxed but excited, I'm lucky not to suffer race nerves until the last 2 minutes waiting for the gun. We got to transition 15mins before it even opened, not a bad thing being as that with bike issues at Austria last year I needed every minute possible in transition to fix the bike before running to the start line with only minutes to spare.



### Sun comes up over Tenby

All racked up and ready we walked over the beach where the start is and decided to stop in a café for a coffee whilst the sun started to slowly rise and light up Tenby. At around 6:30 we walked down to the beach and got set for the rolling swim start. I put myself in the 1:15 time slot as having previously done 1:07 but having the best year I thought this was optimistic.



Wheres 'W'Allie?

**The Swim (1:21 – 10th in AG)**



The swim was amazing. I have fallen in love with sea swimming. The course is 2 laps with an Australian exit on the beach where you get out, run along the beach for around 100m then jump back in for lap 2. The first lap was fairly flat until the first turn buoy then it got a bit bouncy. The swell on the water meant more often than not when you sighted all you could see was the water in front of you, every so often I would sight on the crest of the swell and get an amazing view of everything around me. All in all thought this made sighting difficult but looking at my gps I think I did ok.



### **T1 (11:38)**

Wales is famous for having the longest transition ever, you actually leave trainers at the end of the beach and take your wetsuit off and put trainers on to run into the T1. I took my time to soak up the atmosphere, there are thousands of spectators lining the streets and cheering you along the 1km run to transition.



### **Bike (7:44 Still 10th in AG)**

The bike course in Wales is amazing, one long lap which is fairly fast and rolling with a couple of hills, then 2 laps of a very hilly course. Even at rural isolated stretches of the course there is great support with farmers families sitting outside the gates of fields to cheer and support, there is even one couple sat in sofa held aloft on a forklift tractor. Having done Bolton and Austria races I have say Wales is my favorite for support and scenery on course, I think only a race in Scotland would top it (Celtman already on the race list)!

The bike went fairly smoothly up until around 100km when I experienced 'the bonk'. Having never suffered with a 'bonk' before I can safely say I now know what it's all about now. I stopped at two feed stations and grabbed some powerbars even though I knew they weren't gluten free, I didn't eat them but put them away for reserves just in case! I managed to chuck down even more carbs than the 55g per hour I was having already using gels and RaceRX energy drink and I seemed to come out the other side of it.

The last half hour of each of the 2nd and 3rd laps is amazing, you drop down into Wisemans Bridge and then you face the worst hills of the course, a steep climb out towards Saundersfoot and then a long tight drop into the village before another tough climb out of Saundersfoot. The final climb out

is a very steep hill which is lined with supporters in a tour de France fashion so even if you want to overtake someone you can't as the crowds only allow a single rider through at time, I had a man in a pink tutu chasing me up the hill shouting at me – will never forget that one!

### **T2 (5:11)**

I was very pleased to get off the bike as by the end I had gone numb pretty much everywhere and was looking forward to getting off that saddle.



### **Run (5:52 Dropped to 16th in AG)**

The run course at Wales is 4 laps of a 10.2km loop, there is not a single bit of flat, it is all either up or down hill so it's not a fast course. However, I have run a lap of the course several times so at least I knew what to expect. The first lap went well, took it nice to steady to get my HR down and was sipping a bottle of RaceRX I had in my T2 bag. I got around the first 10km lap at a nice steady run only walking the aid stations. At the 10km point, just after I had seen Mark again (the best supporter in world, he did me proud) I started to flag, my stomach started to cramp so I decided to

walk up the long climb to New Hedges until I got the portaloos! I had 4 gels with me for the run in my tri suit pockets but unfortunately they fell out of my trisuit on to the floor of the loo – and there is no way I was picking them up, imagine Glastonbury loos at the end of the week and you've got an idea of an ironman loo at 15hrs into the race! I decided to try drinking water and flat coke to see if that would settle my stomach, unfortunately it made matters worse and I was now

walking longer sections than I was running. As soon as I would run, my stomach would cramp and I would have to walk to the next aid station where the loos were. By lap 3 I was actually just waking, I was managing about 20seconds of running between aid stations/cramps.

When I saw Mark at the personal needs area before starting lap 4 I got some gluten free oat cakes and my jacket of him from and asked him to join me on my last lap. He walked alongside me for the last lap and I was honestly surprised about how many people were walking. By that point nearly everyone was walking. My walking is actually quite fast and we had a bit of a joke about how I managed to keep up with two people who actually 'jogging' albeit mainly on the spot it seemed! Mark was an absolute star and walked at the side of the course for the last lap patiently waiting for me at every aid station loo.... It was a very long last lap. My watch showed I spent 49mins of the marathon stationary, that's more time In a portaloos than anyone wants to experience.

2km before the end, I threw my jacket back into the personal needs area and thought to myself I am going to run the end of this marathon no matter what. That last 2km was amazing, I am welling up writing about it. The supporters in the streets of Tenby are amazing, they are what make this race so special. Every pub had groups of people outside cheering and hi-fiving you. I had one guy kept coming and walking/running alongside me and each lap he was more and more drunk. A town full of drunk pub goers and every one of them friendly and supportive to the athletes.

I finally saw the magic red carpet and heard Paul Kayes voice on the microhphone. I had my longest ever red carpet moment hi-fiving all the kids (and adults) on the finish line chute, I aero planed my way down that carpet knowing despite all the odds being against me I had a race I will never forget. A final hi-five of the main man himself, the legend that is Paul Kaye. The pain is more than I have endured at any other race, the time is the longest I have been out on a race course, it is 3 hours slower than my IM PB, but it is a race that I did for ME and one which the memories will last forever.



Tenby – I will be back for more in 2017!

## 1 c. Logo, images for sliders or pages

1. <http://static1.bigstockphoto.com/thumbs/8/6/8/large2/86876939.jpg>

2. <http://www.bigstockphoto.com/image-52635250/stock-photo-triathlon-runner-man-triathlete-running-training-on-hawaii-for-ironman-male-athlete-running-in-red-compression-clothing%2C-shorts-and-top-on-volcano-on-big-island%2C-hawaii>

3. <http://www.bigstockphoto.com/image-49932167/stock-photo-ironman-coeur-d-alene>

4. <http://www.bigstockphoto.com/image-90084635/stock-photo-man-triathlon-iron-man-athlete-swimmers-swimming-in-silhouette-on-white-background>

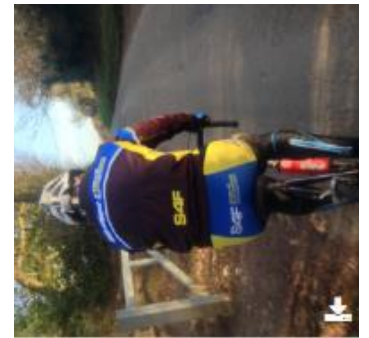
5. <http://www.bigstockphoto.com/image-52794937/stock-photo-young-athlete-triathlon-in-front-of-a-sunrise>

6. <http://www.bigstockphoto.com/image-89147453/stock-photo-triathlon-long-distance-swimming>

7. <http://www.bigstockphoto.com/image-63251971/stock-photo-timing-times>

8. <http://www.bigstockphoto.com/image-73529515/stock-photo-triathlon-feet-and-legs>

Here are pictures of my Squad I would like loaded onto the website if they are high quality enough.



## 1 d. domain and hosting

### Login to CPanel are below:

Cpanel.strive4fitnessuk.com

Domain: strive4fitnessuk.com

UserName: xxxxxxxx

PassWord: xxxxxxxx

NameServer1: ns1335.websitewelcome.com

NameServer2: ns1336.websitewelcome.com

Please see below details for the wordpress installation on my hosting account:

URL: <http://strive4fitnessuk.com/>

Username: xxxxxxxxx

Password: xxxxxxxxx

