

# Business

*This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may directly affect them (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, advertising in The Beeston Express supports it.*

ADVERTISING FEATURE

## Swimming into life Puddle Ducks swimming comes to Nottinghamshire

PUDDLE Ducks Baby and Toddler swimming classes will be taking place in Long Eaton and across Nottinghamshire from January 4, 2010.

Puddle Ducks classes teach children to swim, be safe and have fun in the water. The 30-minute classes will be run by Liz Gabriel, who is thrilled to be starting her Puddle Ducks business venture in the area.

Liz said: "I love the fun we have whilst learning to swim in a safe and friendly environment. Those first few months with your baby are so precious, and bringing your baby to our classes will be the most enjoyable

and rewarding activity you can do together. Many of our Puddle Ducks are able to swim at least 10 metres unaided by the time they start school, and all of them love swimming for life."

Puddle Ducks swimmers develop confidence in water in a natural way by engaging a child's natural ability and affinity with water. In the baby swimming classes, infants enjoy freedom of movement, relaxation and bonding, whilst in the toddler classes, children gain confidence and water safety skills.

In all of the swimming classes, the child learns to swim without armbands and

'with grace and efficiency'.

Children can join Puddle Ducks at any age from birth to four years old, with classes specific to age and ability. Each class is packed full of fun activities, with lots of music and rhyme.

Liz will be teaching classes in Nottingham city centre (Thursday am), Long Eaton (Saturday am), Sandiacre (Monday pm) and Radcliffe-on-Trent (Sunday pm).

For more information, contact Liz Gabriel on 07906 191 504 or email [nottinghamshire@puddleducks.com](mailto:nottinghamshire@puddleducks.com)

Further details can be found at [www.puddleducks.com](http://www.puddleducks.com)

ADVERTISING FEATURE

## An A – Z of Fitness: U is for Underachieving

UNDER achieving has a number of causes, but perhaps the first is having unrealistic ideas of what a fitness programme is capable of achieving in the time scale of many people set themselves. "I'm getting married/going on holiday in two weeks, can I loose a stone?" is a not uncommon request.

Weight loss of 1-2 lb a week is likely to be what you really want – mostly fat; any more and it's usually water and evidence of too low a carbohydrate intake.

Weight gain is more like a pound every quarter if it's lean muscle you're after.

Building a muscular physique is a long-term project – settle down to at least a two-year regime.

Those beginning a fitness regime do appear notoriously unable to appreciate their own progress. Maybe they have one eye on the eventual goal and miss the fact that not putting any more weight on, jogging for an extra minute on the treadmill and not feeling so breathless, lifting more and not aching are all indicators of improvement that will eventually translate into their chosen aim. Flagging up these improvements is therefore the work of a good instructor, as is the ability to motivate until such time as the client can self motivate. I truly believe that even personal training will ultimately fail if the client doesn't find themselves more confident, able to concentrate and push themselves.

Much of it is down to fear, plain and simple. Sometimes people are scared to be that new person of whom others will now expect something.

On a day-to-day basis, others are scared of the breathlessness and the elevated pulse rate which a fitness activity generates and which they are unused to.

For others, the risk in lifting heavier weights or more challenging lifting methods can be scary – a training partner can be invaluable here. Women are particularly scared of becoming muscular, as if it were that easy!

Failing to use sufficient weight means a failure to tone, i.e. to lightly strengthen the muscle.

*Joint Effort Fitness*

## An ex-pupil with tales of old Toton school

LOCAL author and retired teacher Gill Morral has written a booklet on Toton, entitled 'Toton Endowed School' (1829-1933), which was launched at a special 'Meet the Author' book signing event, accompanied by coffee and biscuits, at Toton Library on December 12.

Very little written history exists about Toton, and this book has been described as "particularly exciting" for that very reason. A number of people called in at the Library to meet Gillian, who was accompanied for the morning by Eileen Hall, an ex-pupil of the Toton Endowed School.

Eileen Hall (née Jacklin) has lived in Toton since she was four years old and has distinct memories of the School. She said: "I can

remember us all being taught in one big classroom, and drawing our pictures on slates around the sides of the room. The room had a big fireplace in it, and we would put our gloves on the fireguard to dry and warm – one of my best memories of the school is putting my cold hands into my lovely warm gloves when it was time to go home!"

In addition to signing copies of the book, Gillian had some material from her research for the book on display. This included a copy of the Will of Lady Caroline Warren, owner of the Warren estate in Stapleford, who endowed the school in the first place to provide an education for the poor of the surrounding parishes. Also on display were photographs of extracts from the school's

accounts, which were written out in a meticulously careful script at the rear of a large cloth-bound book.

The school was built in the centre of Toton village where St Peter's Church currently stands. It was closed as the new school on Chetwynd Road opened in 1933 and subsequently demolished after falling into disrepair.

The book about the school took Mrs Morral eight months to research and write, including several visits to the Nottinghamshire Archives and a visit to the National Archives at Kew, London, where she was able to view the Chancery Rolls detailing the Indenture between Lord Vernon and John Sherwin Sherwin of Bramcote Hills.

## Local solicitors raise thousands for cancer research

CLIENTS of local solicitors Ellis-Fermor & Negus who have made a FreeWill with the firm as part of the Cancer Research UK FreeWill Service have pledged a total of £40,600 in the last twelve months.

This is a fantastic achievement for the probate team at Ellis-Fermor & Negus because the average total value of gifts pledged in the

Nottingham area in the same period is just £35,354.

The Cancer Research UK FreeWill Service offers people over 55 the opportunity to make or update their will, with Cancer Research UK bearing the cost of a standard will. The hope is that the person making the will would then choose to benefit Cancer Research in some way or

another in their will.

This service is ongoing, so if you would like to make a FreeWill as part of the scheme, contact Sarah Jordan or Glenys Johnston at Ellis Fermor & Negus, Devonshire Avenue, on (0115) 922 1591. The firm can also organise free wills sponsored by the Institute of Cancer Research for persons aged over 50.