



Perform at St. George's Park opens to the public

25 September, 2012, Burton-upon-Trent:

Perform at St George's Park, the world-class sports and exercise medicine, human performance and rehabilitation centre at the heart of The Football Association's (The FA) new national training home has opened its doors. The centre is part of Spire Healthcare's growing sports medicine portfolio. It will play an important role in the preparation of England football teams at all levels. Visitors to St George's Park, be they elite sports people or the general public, are offered access to superb, state-of-the-art sports science and training facilities, with the aim of helping them reach their physical and mental potential.

St George's Park is the FA's £100m development in Burton-upon-Trent, England, which will be the national centre for coach education. A multi-sports facility, it will act as the training home for Club England and its 24 representative teams, as well as a number of other world-class teams and individual athletes as they prepare for major competitions.

The Perform centre at St George's Park combines the latest cutting-edge technologies and leading sports physicians. It is designed for elite athletes but accessible to anyone, including corporate groups, individuals, schools and sports teams. Whether it's helping people achieve and maintain optimal performance, rehabilitate from injury, improving overall levels of health and fitness, or encouraging behavioural change in the workplace, the team at Perform can create a personalised programme to suit the needs of any visitor.

Included amongst the centre's cutting-edge facilities are:

An anti-gravity treadmill

Incorporating NASA technology, the Alter G treadmill optimises performance by customising body weight to aid rehabilitation after-injury or surgery. Additionally, it is being used by elite and amateur athletes in their preparation for events and in the pursuit of optimising their performance.

An altitude centre

A simulated high altitude environment allowing athletes, explorers and clients to train at different altitudes, temperatures and humidity to enhance athletic performance. The altitude chamber can be used to help improve recovery times, for injury rehabilitation and prepare for trips at high altitude. It can also be used to support general health, promote weight loss and enhance performance.

An under-water treadmill and dedicated hydrotherapy suite

Using the latest aquatic therapies and equipment, elite athletes and clients can improve rehabilitation and recovery rates. Our innovative underwater treadmill with

video analysis allows early acute rehabilitation and is a fabulous addition to the rehabilitation suite.

Biomechanical assessments

Our biomechanical analysis utilises the latest in video movement analysis and foot pressure sensor technology. The assessment uses a wide range of tools such as force platforms, telemetry systems, 2D video analysis, speed guns, high-speed cameras and pressure distribution systems. Results may assist in rehabilitation from injury as well as alter training patterns and rectify problems that can have a significant impact on a person's performance.

Applied GPS and heart-rate monitors

Combining the latest GPS technologies with heart rate monitors to offer real-time information to help both athletes and clients understand their true training load and energy expenditure. Understanding these factors can help to optimise individuals' performance. In addition The 'Bodyguard' systems allows true measurement of recovery and is designed specifically to measure stress, sleep, activity levels and recovery patterns in both the sports and corporate market.

Commenting on the opening of Perform at St George's Park, David

Sheepshanks, Chairman, St George's Park, said: "Perform at St George's Park combines elite medical expertise with the latest cutting-edge technologies with the aim of enabling anyone to perform at their very best. The centre will be home to the England medical teams and I have no doubt that it will help England football teams of all age groups maximise their performance, both on and off the pitch."

"I look forward to Perform becoming an internationally renowned centre of excellence and a hub for sports performance experts, innovation and thought leadership."

Perform at St George's Park is centrally located near Burton-upon-Trent, which makes it easily accessible from anywhere in the UK. 40% of the UK's population live within a two hour drive of the centre, which is also only 90 minutes away from London by train.

Ruth Paulin, Business Director, Perform at St George's Park, said:

"Perform at St George's Park can offer a complete service to any visitor, with state-of-the-art facilities all available under one roof. Whilst the centre is designed with elite athletes in mind, any client can have access to our elite level sports physicians, therapists, trainers, sports scientists and of course, our advanced exercise equipment, allowing us to create a specialised, personalised programme to help everyone maximise performance or recover from injury or surgery."

Perform at St George's Park is part of Spire Healthcare's growing network of elite sports medicine centres and clinicians. For more information, go to: spireperform.com

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Notes to editors:

For media enquiries:

Dave McCann / Chris Olarino

Havas Sports & Entertainment

E: perform@havas-se.com

T: +44 (0) 20 7393 2638

About Perform at St George's Park

Perform is the official healthcare provider for St. George's Park. Perform is a brand created by Spire Healthcare (a leading network of 38 private hospitals across the UK) to enable everyone access to elite sports medicine and human performance services and technologies to help them reach peak performance in their daily lives.

Perform at St. George's Park is home to top-class clinicians and state-of-the-art equipment and aims to become an internationally-renowned centre of excellence for sports and exercise medicine, performance science, injury rehabilitation and strength and conditioning. Perform will understandably have football at its heart but it can help everyone to maximise their performance; from elite athletes to the local community or corporate organisations through their *Perform for Sport*; *Perform for Life*; *Perform for Work* packages.

www.spireperform.com

About Spire Healthcare

Spire Healthcare is a leading provider of private healthcare, with 38 private hospitals throughout the UK. The company is built on a proud heritage of over 25 years experience of running successful private hospitals. The company was formed from the sale of BUPA Hospitals to Cinven in 2007, followed by the purchase of Classic Hospitals and Thames Valley Hospital in 2008. The company employs over 7,600 people nationwide and treats over 930,000 patients per year.

www.spirehealthcare.com

About St George's Park

St. George's Park is The FA's £100m development in Burton-upon-Trent, England, which will be the national centre for coach education. A multi-sports facility, it will act as home for Club England and its 24 representative teams. The centre will also be home to FA Learning and the League Managers' Association. For more information about St. George's Park, visit: www.TheFA.com/sqp

About The Football Association (The FA)

The FA is the governing body of football in England and is responsible for developing the game at all levels, from grassroots to international teams. As a not-for-profit organisation, The FA is committed to making football a positive and inclusive experience for everyone involved, from players and coaches to match officials and spectators. The FA runs 24 England teams, including youth and disability sides to the men's and women's seniors, as well as eleven competitions such as the world-famous FA Cup. As English football's governing body, The FA is also responsible for the regulatory aspects of the game, including disciplinary procedures and doping control: www.thefa.com