

EAST ANGLIA (Norfolk)

Anne Mercer

Almost 30 years ago I began my career in the leisure industry as a fitness instructor. Initially classes were not branded, we had to create and choreograph them ourselves. I progressed through leisure management to establishing my own business in 2003. I specialise in 'making a real difference'. To this end I developed new skills and these continue to evolve as I strive to introduce new techniques to my clients. These now include, sport massage, biomechanical assessment, posture assessment with corrective exercise techniques, Pilates, Kinesio® taping and low back pain management.

I encourage those who dislike exercise into my studio. Many people have aches and pains caused by poor posture and everyday life. Much of this is correctable by a combination of exercise and sport massage. I have had great results with my techniques which I have developed and refined over the years. I also treat athletes and coaches. As a county level swimmer in my youth I have some empathy with sports competitors and the rigours of training.

My business background, which includes management accountancy and marketing, has been an invaluable tool in my quest to 'make a real difference'. Many people looking to start businesses in the industry have little or no understanding and skill in these areas. I am keen to raise awareness of the benefits of acquiring these skills, and the pitfalls of not doing so.

A corner stone of my approach to my business is the continuation of my personal development. This means keeping up with industry opinion, latest techniques and best practice advice. Also, as an intrinsic part of 'making a real difference' I believe it is vital to promote sport massage and the benefits it can bring to everyone, not just those involved in sports.

A communications network enabling practitioners to meet on a regular basis to share and discuss ideas will help us all achieve our goals, ultimately providing more clients with the great benefits of sports massage.