

Training Space

# Sequoia Movement

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**B**ased in Devoran, Cornwall, Sequoia Movement provides a huge variety of strength and conditioning, movement, skills based classes and personal training aimed at building stronger more agile humans. Focusing on calisthenics, weight training and skill development our fitness classes encourage control and physical betterment in a fun and supportive environment and community.



*Calisthenics Group Class*

## Group Classes Offered:

Movement, Stretch, Olympic Lifting, Calisthenics, Parkour, Strength and Conditioning, Partner Acrobatics, HIIT, Aerial Lyra, Aerial Trapeze, Aerial Rope, Aerial Silks, Contortion, Handstands, Dance Conditioning, Aerial Conditioning, Core Strength, Glute Strength, Circus Rings and more...

## Our Philosophy

We believe everyone should have the opportunity to achieve their physical goals and unlock the full extent of their physical potential.

We want to give our students access to world class coaches and give them the opportunity to train with purpose and meaning outside of aesthetics. We aim to encourage all those who train with us to reach new heights and help them discover what they truly are capable of.

We apply training techniques from a variety of disciplines such as acrobatics, gymnastics and weights based training, functional movement and flexibility; coaching a unique combination of strength, calisthenics, circus, skill and dance - we aim to create highly adaptable, agile and extremely able humans.

## Management

Sequoia Movement is registered as a Limited company with Companies House from March 2019.

Owned, managed and founded by Sarah Taylor the organisation has been providing its services to the Cornish community for the past two years.

# Staff

We currently contract 8 coaches who help deliver our various classes scheduled on our timetable as well as 1 cleaner. All our coaches are from the highest level and are hand picked for their incredible enthusiasm and knowledge of their specific discipline.

Sarah Taylor - Director, Owner & Calisthenics Coach

Adam Gawley - Strength & Conditioning Head Coach

Liam Jones - Hand balance Coach

Jorge Silva - Movement Coach

Tully Harrod - Mobility Coach

Steve Moss - Parkour Coach

Ahmed Lamati - Circus Rings Coach

Lisa Truscott - Aerial Conditioning Coach

Lora Roberts - Cleaning Staff



*Calisthenics Group Class*

# Social Media and Marketing

We have one website: [www.sequoiamovement.com](http://www.sequoiamovement.com) and booking system on Goteamup booking portal. Our social media presence (@sequoiamovement) shows hundreds of posts from our students promoting our brand and enjoying their experience with us.

At present we have a total of 30, separate 5 star Google Business and Facebook reviews with an online following of 650+ on Facebook and 900+ on Instagram.

# Students & Athletes

We have a tight community of around 80 students from all over Cornwall that are part of our inner members group. In addition to our members we coach high level athletes to towards a range of competitions such as Cornwall's Strongest Man and various Crossfit events.

# Expression of Interest in the United Downs Creativity, Culture and Sporting Hub

As a new business in its 2nd year of trading we have been hit exceptionally hard by the recent pandemic with 9 months out of the past year since March 2020 in forced closure by the government.

The full effect of what this past year has had on the mental, physical and social health of the community is yet to be fully evaluated but from current observations we can see the lack of human interaction, fear and absence of physical activity profoundly impacting on the young and old alike.

Due to the pandemic our opportunity as a new business to grow our vision and community during this past year has been significantly hindered. With our venue closed and our opportunity for bringing on new custom stopped, from both a financial and marketing perspective we have taken a huge blow.

With no financial help available for our business during the pandemic, we have had to rely solely on personal savings to carry the business and two of its coaches through the 9 months of closure and subsequent months of recovering custom. So we take great pride in ourselves for maintaining a

community of movers who, from being with us for less than a year when the pandemic hit, have all returned to us post the 9 months of lockdown.

From the moment we opened our doors we set about creating an incredible community of movers and a space where our students, coaches and visitors felt excited and energised.

For us to be a part of this Carnon Downs, Creativity, Culture and Sporting Hub would provide an incredible opportunity for Sequoia Movement, and its students and staff, to put the events of the past year behind us and look forward to the future – as individuals and a team.

In addition the business morale, for Sequoia Movement this project would also provide benefit to us via the following reasons:

- **Community of Like Minded Ventures** - having a location synonymous with health, fitness, wellbeing and creativity will bring an engaged customer audience and footfall to the training space.
- **Location and Commute** - just 11 minutes drive from our current facility, we would expect to be able to retain a considerable number of our current client base as well as a manageable commuting time for our staff.
- **Collaborative Marketing** - with multiple business in the same area Sequoia would benefit from the positive work of others as well as cross client visibility, open days and the opportunity for tourism traffic.
- **Business to Business Support** - A community of businesses all with unique skills, valuable experience and knowledge.
- **Future Proofing** - Purpose built premises and facilities that would allow us to grow our offering, providing our services and knowledge to a far greater client base.
- **Rental Security and Affordability.**
- **Access to Talent.**
- **Future Growth Prospects.**
- **World Wide Recognition** - creating a location that will be potentially open to tourism will widen our customer reach and marketing potential world wide.
- **Area of Natural Beauty** - For our students and coaches to train and work in an area so full of wide open space and natural beauty will help facilitate mental health as well as physical.

# The Bigger Picture

Cornwall is a county proud of its heritage, blessed with open space and beauty, and thriving in arts and culture - but with the events of the past year this has endangered the livelihoods of many working within the industries.

Investing in such a revolutionary project such as this would provide a highly positive message to the wider community that there is importance being placed on the health and well being of its people and action is actually being taken to help reduce the negative effects of an ever more sedentary population and the detrimental effects this is having on the NHS and lifestyles of the British people. Health, Well Being and Fitness needs to be given the importance it deserves for the wider population to take ownership of their individual health and stop the crisis in health we are experiencing as a nation.

## **Community**

Camaraderie and belonging forms through shared experience together. Health, fitness, events and the arts have all suffered tremendously as industries worldwide over the past year yet have significant value and potential to being the very building blocks for a strong, healthy, vibrant community.

Creating a location where people can unite, collaborate and grow could have profoundly positive effects on social structure, job creation, individuals well being and therapeutic benefits to the wider community cohesion providing the community with a sense of involvement and empowerment

To provide the people of Cornwall with the opportunity to unify which, in this time of segregation and constant division, is needed more than ever. Everyone in it has to have something in common - so why not make that thing well being. Places where people can display their culture and identities and learn awareness of diversity and difference; opportunities for children and young people to meet, play or simply 'hang out'. All have important benefits and help to create local attachments, which are at the heart of a sense of community.

Together we could create a project that benefits EVERYONE involved and we truly believe as a business that this opportunity being put forward for the Carnon Downs site in Cornwall has the true power to unite and build "real" communities for the better.

# Building Requirements

For Sequoia Movement to be able to operate from the new facility in Carnon Downs we would need a building suitable to support the requirements of a high level training facility.

At present we operate using 6m x 18 m space however this is becoming increasingly more difficult considering the rise in numbers and requirements for space.

## **Building Size Requirements:**

At present we can only accommodate 6 - 8 students per class due to space constraints. This provides us with an obvious limit to how much revenue we can generate and how many students we can service in any given time.

For Sequoia Movement to invest in this concept we would need the facility to be able to cater to our natural business growth and be able to provide us with room to develop. We would need to be able to accommodate multiple classes within the same prime time slots with up to 12 students per class we would need an open plan area of 18m x 18m with a height of 3.5 m minimum.

We would also require a separate room with an open plan area of 6m x 6m to be able to provide space for quieter classes if and when needed.

We would require the facility to be versatile for our use and suitable for installation of our equipment such as our indoor bouldering wall and rig.

We would require access to an outdoor area so to be able to potentially run classes in the event of another pandemic.

## **Facility Requirements:**

- Natural Light.
- Water and Hydration points.
- 2 - 4 unisex toilets.
- 2 Showers and Changing facilities.
- Reception area
- Car parking suitable for 20+ vehicles.
- Utilities and Services - Wifi, lighting, sewage, water, heating and adequate ventilation.
- Roller Shutters - To provide easy access for large equipment.
- Adequate Security and Double Glazing.

**Investment:**

Sequoia Movement and its owners would be open to further discussion with regards to investing and supporting financial in the development of a property that meets the above requirements.