



Sport at School – Rugby  
Sport now – Rugby

1. What made you decide to take A Level PE as part of your 6th form studies?

Sport was everything to me at school, and still is, it was the only thing I really had a passion for. For me PE was the only easy choice about A level selection.

2. Having finished Year 13, give us some idea of the pathway that you took in terms of further studies or career choices

I did Sport & Exercise Science at Oxford Brookes, I graduated with a 2:1. During my degree I grew a passion of innovation and entrepreneurship and in my 3rd year of study I founded and funded (for £750,000) a personal training online platform called 'Fitfix'. This platform held the world's largest online database of exercise videos and allowed coaches and personal trainers to build workouts, track progress and pay for sessions. After successfully running the business for 5 years I sold this to Nuffield health group. I wanted to further my education and experience in Sports Business and Innovation and so did a masters at Loughborough University. Following on from a successful master's thesis looking at the impacts of government policy (an interest that stems from my other A-Level) on physical activity levels within primary school physical education, I am now in my 3rd and final year of a funded PhD in social sports anthropology at Loughborough University, considering the socio-economic impact of government policy and its relationship with physical education provision. I am also a Lecturer at Oxford Brookes University where I teach and deliver modules on all three sport related degree pathways. My modules focus on emerging technology within sport and health sciences, personal training professional standards and adaptive personal training for long term health conditions, strength and conditioning and the business of sport and health.

3. Where has this led you to at the present time and what are your plans for the future?

My plans for the future are to progress within academia, working closely with government organisations to produce research that directly speaks to policy around a growing inactivity crisis within the UK and more widely across the world. I am currently consulting for the UN and developing a handbook around tackling issues of sports integrity in school based interventions. I am also a principle investigator on a £5 million EU grant that seeks to better understand the use of technology as a tool for creating a more physical active environment for children with cancer. Finally I am the lead on a government funded application produced by Oxford Brookes University that will intelligently prescribe exercise for people in a home-based environment to help recover from Covid-19. My research area is broad and exciting and I have a real passion for the topics I am involved with.

Humility, Enjoyment, Respect, Resilience, Discipline