

COLCHESTER CLINIC WINS £5,000 AWARD IN IXION CHALLENGE

Ixion Holdings, based in Great Baddow, Chelmsford, have just named Colchester Physiotherapy & Sports Injury Clinic Ltd as one of two runners-up in this year's prestigious Ixion Challenge.

Ixion Holdings Ltd is a not-for-profit organisation, passionate about giving back to the community. The Ixion Challenge was launched in 2008 to help businesses in the East of England that are helping themselves to cope during the recession.

Margaret Hyde, non-executive chair of Ixion Holdings and chairman of the Ixion Challenge judging panel, said, "We have been delighted with the response to this year's Ixion Challenge, which has demonstrated to us the high standard of British businesses across many sectors.

"Colchester Physiotherapy & Sports Injury Clinic Ltd was an outstanding entrant, and we are pleased to give the company the £5,000 runners-up award, which can be used for business development, to help the company survive and revive as the UK recovers from economic recession."

The Colchester Clinic, run by owner Alisdair Jones, has been established for over 30 years and provides a holistic treatment approach catering for each patient's individual needs. Ixion Challenge judges were particularly impressed with the Clinic's commitment to setting up an intervention programme, both on site and in the community, to evaluate balance status and improve posture amongst the elderly, thus predicting those at risk more accurately, and taking steps to prevent injury, and going some way to reduce the astonishing figure of nearly £1 billion spent by the UK government as a result of accidental falls among the aging British population.

On hearing the result, Alisdair Jones said, "We are delighted to have been awarded a place in the top three of the Ixion Challenge 2010. It is just reward for all our staff who have excelled in providing the highest quality care to all our clients throughout the recession, and supported all the work necessary to advance the three clinics that are situated across North East Essex in Colchester, Clacton and Earls Colne. It shows us that small businesses (and first time Ixion

Challenge entrants) have the opportunity to benefit from such schemes, and encourages us to look at funding further initiatives that would benefit our client base above and beyond the core benefits of physiotherapy.

“The £5000 prize will be used to partially fund a brand new service from Colchester and Clacton Physiotherapy and Sports Injury Clinics, which will allow us to reach an even larger client base, set to grow significantly in the coming years. More specifically, it will allow us to purchase the technology we need, and enhance our expertise through training.”