



JAMES FLEMING

PERFORMANCE NUTRITION

**NUTRITION
SERVICES**

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ABOUT ME

I founded JF Nutrition in 2019 with the mission of delivering leading nutritional care and working with my clients in exceeding their goals.

Having completed my Masters in Sport and Exercise Nutrition from Loughborough University. Since then, I have worked with all level of athletes and individuals, all with the same goal of improving their performance and nutritional well-being. Whether the client is a professional sports person, aspiring athlete or time conscious business professional, the level of service and dedication they receive remains at the very highest.



James Fleming

Performance Nutritionist

www.jflemingnutrition.co.uk



“

WHEN AN INDIVIDUAL UNDERSTANDS WHY THEY ARE DOING SOMETHING, WHAT THEY DO HAS A MUCH GREATER, LONG LASTING IMPACT ON THEIR PERFORMANCE AND GOALS



EDUCATION



2010-2013

Bachelor of Science

Brunel University

Sport and Exercise Science



2013-2014

Master of Science

Loughborough University

Sport and Exercise Nutrition

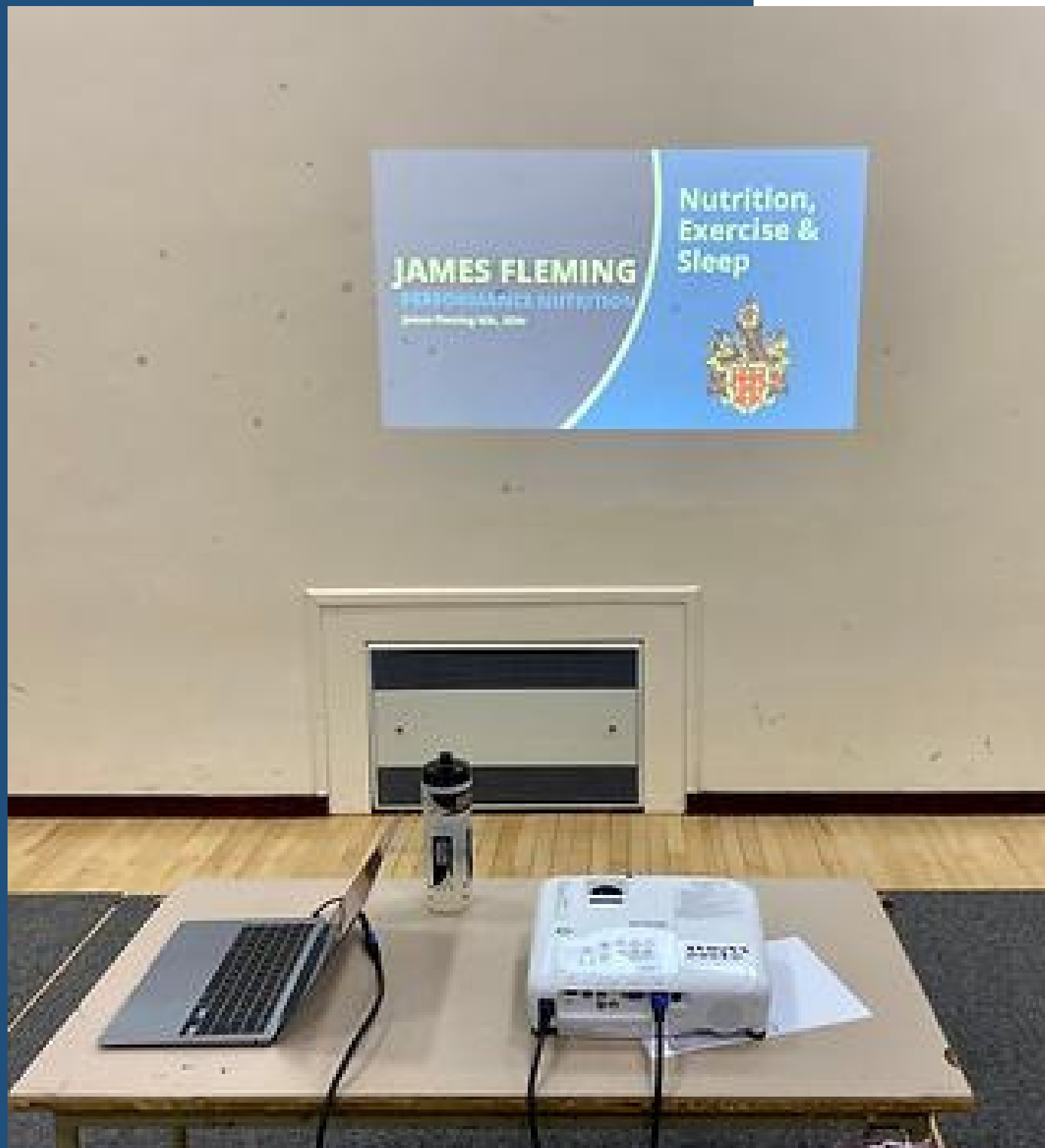
SERVICES

I offer a range of services to athletes, individuals and teams looking to improve and develop their performance. More information is listed on the next few pages

www.jflemingnutrition.co.uk



NUTRITION FOR YOUTH ATHLETES AND SCHOOLS



There has never been a more important time to teach students about the role that a healthy balanced diet has on health and exercise performance.

The School Sport Support Programme is a monthly support programme that provides students with the opportunity to learn more about nutrition and the role it plays on their health as well as how they can perform better during their sports.

Students and Teachers get access to a monthly workshop (either virtual or face to face). This includes a range of evidence-based nutrition sessions as well as cooking workshops. The topics can be altered based on what the students are interested in.

Examples of topics/sessions covered include:

- The nutrition basics
- Nutrition for exercise – what to have before, during and after
- Cooking workshops – making really simple, tasty meals

The School Sport Support Programme also includes access to additional resources including:

- Infographics
- Worksheets and activities
- Recipes for students to try

Additional resources are available for parents and carers too.

TEAM SPORT SUPPORT

Nutrition has the ability to Enhance performance during competition, Improve recovery after exercise, Maintain a strong immune system, Positively influence body composition, Improve mood and so much more

Therefore this is a 6 session programme designed to support athletes and teams to improve performance. The programme is split into 6 sessions:

1. AN INTRODUCTION TO NUTRITION

This session is an introduction to nutrition, highlighting the role that nutrition plays on health and performance. In this session you will learn about the role of each food group (protein, carbohydrates, fats, fruits and vegetables as well as the importance of hydration

2. NUTRITION FOR TRAINING GOALS

This session focuses on how to use nutrition to fuel the demands of your training (what to have before, during and after), using nutrition to achieve your training goals such as losing weight and increasing muscle strength and size.

3. NUTRITION FOR COMPETITION DEMANDS

This session focuses on what to consume around competitions (both home and away), nutrition on the day before, day of and day after an event plus how to use nutrition to help you recover after an intense competition



TEAM SPORT SUPPORT

4. NUTRITION FOR INJURY AND ILLNESS

This session focuses on how to use nutrition to help you recover efficiently from injury whilst minimizing weight gain. This session also focuses on how to use nutrition to help maintain a strong immune system to help reduce the risk of illness.

5. SUPPLEMENTS AND THE ASSOCIATED RISKS

Supplements are often seen as a quick fix to any nutrition issues however there are a number of risks associated with using supplements. This session will focus on what to look out for when considering using supplements as well as highlighting some they may benefit performance

6. OTHER NUTRITION CONSIDERATIONS

This session covers other important nutrition factors including the benefits of meal planning, shopping and budgeting as well as understanding food labels and nutrition tables.



1 TO 1 ATHLETE SUPPORT

I work with athletes across a range of sports and age ranges to help them achieve their goals. Support includes:

- Nutrition for competition and training
- Maximising recovery after training and competition
- Support with body composition goals
- Support around supplements

Nutrition sessions and consultations are available as and when required or as part of a monthly support programme.

MONTHLY PERFORMANCE PROGRAMME

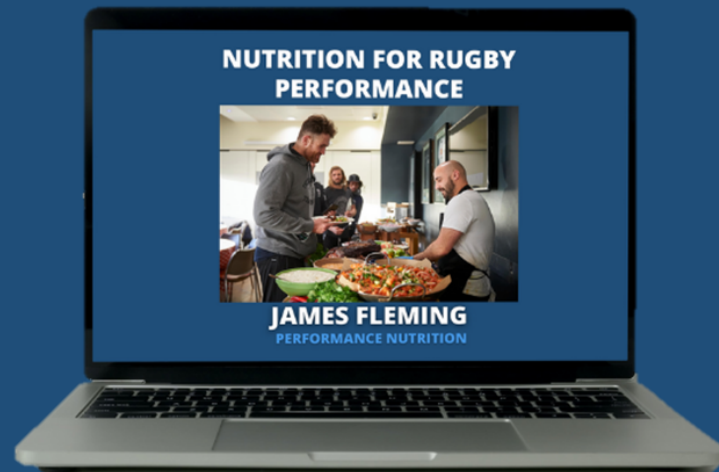
This includes:

- 2 x catch up calls per month
- Dietary Analysis and feedback
- Regular contact via email and What's App
- Access to an online hub full of additional resources including infographics, recipes and additional activities.
- Sport specific training and competition nutrition guides as well as discount codes for supplement companies



NUTRITION COURSES

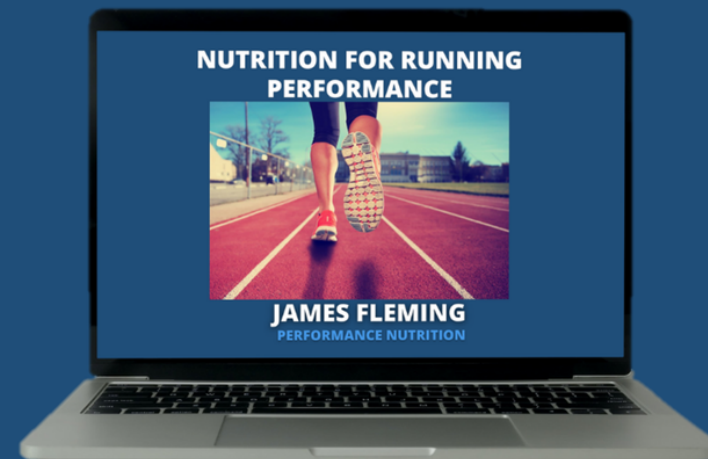
RUGBY PERFORMANCE NUTRITION COURSE



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Rugby Performance

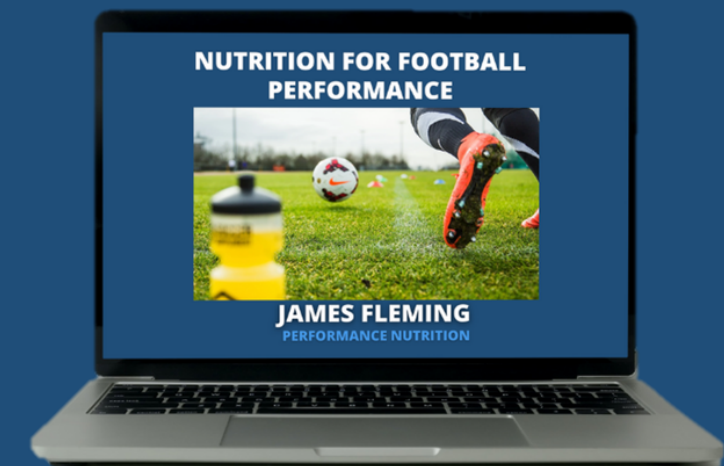
RUNNING PERFORMANCE NUTRITION COURSE



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Running Performance

FOOTBALL PERFORMANCE NUTRITION COURSE



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Football Performance

TESTIMONIALS



CJ WHITE, FAIRLOP ROWING
CLUB

Competing regularly, nutrition is a key principal of the success we have at a regatta weekend. Since we have been working with James Fleming Nutrition I have noticed a clear positive difference in the performances during training sessions and race weekends. James has been running regular workshops with us sharing his vast amount of knowledge with the squad and reviewing their current eating habits. The dietary habits of the squad have changed for the better and his advice has made the changes easy and efficient to implement with his easy to follow recipe guides. I would highly recommend James services for whatever nutritional needs you require.

TESTIMONIALS



CHRIS, Runner

“James’s educational led approach has changed my way I think about nutrition when training for an event but also in everyday life. It would be all too easy for someone to write a nutritional plan and ask you to stick to it...James’s approach is different. He encourages you to be part of the nutritional planning process and listens to any allergy / special dietary requirements you may have and offers guidance accordingly. I can’t thank James enough for his continued support to help me achieve my goals in running my first marathon and competing an Olympic distance triathlon just two weeks after”

CONTACT ME

Get in touch with me. My details and how you can reach me are listed below:



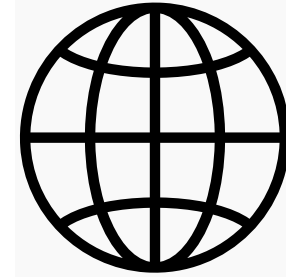
SOCIAL MEDIA



Facebook: JamesFlemingNutrition

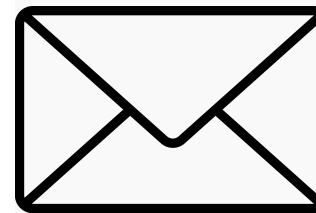


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