

# Action girl

**EMILY HOPE** meets children's fitness instructor and entertainer, Amanda Frolich, of Action Kids

## *How did Action Kids begin?*

Originally I was a fitness instructor and sports coach in Ealing, but after taking a course, I set up my first class on Acton Lane with just a few children, and it grew from there. I felt they needed something to hold and play with, so I brought a bag of props – balls, squeezey things, pompoms etc and the classes grew. I added classes at Chiswick Town Hall and then someone asked me to do a birthday party and that's how the events side began. At the time I was really busy, as an assistant manager at a leisure centre and running classes in the evenings and weekends. Eventually something had to give and I took Action Kids on as a proper business, and haven't looked back. I now do 25 classes a week, birthday parties and events and have 10 other girls working for me.

## *What are your favourite things about working with children?*

I just love seeing their little personalities develop and watching them grow into confident children. That's the beauty of it, it's never the same thing, you never know what they're going to do, and they never cease to amaze you.

## *What is your secret to keeping children so captivated?*

You have to be the role model – fit, energetic, fun, smiley and yet still be commanding. You need to lose all your inhibitions and become a child yourself. My props are also key, but it is really just about fitness, health, funky music and having lots of fun.



## *How can we inspire young kids to become fitter and live a healthier lifestyle?*

It's all about making exercise fun, by using creativity and imagination, that's the ultimate key. Kids need an hour of physical activity a day and if parents can just encourage them to do bunny hops in the garden, skip to school, dance with them, or go on the climbing frame, it can be incorporated into everyday family life.

## *How do you keep up your energy and your ideas fresh?*

I've exercised all my life and I'm just not the kind of person you'll ever find lounging around. I worked up to two weeks before I had my daughter, Bibi, and was back taking classes after six weeks. If I don't exercise I feel terrible. I need to be a role model and be fit for work too, so it is just a part of my life. If you encourage little ones it becomes part of their lives also. Bibi came to all my classes



until she had to go to nursery – in part because she started getting a bit possessive about the props – she thought they were all hers!

## *What are your plans for the future?*

Obviously we'll continue with our parties, family events, classes and training of nursery staff, but we want to expand and we are currently developing a franchising structure and an interactive DVD package with props. I also want to create a 'funbus' to travel the country, visiting hospitals, shopping centres and nurseries to encourage parents to dance with their children and help the nation to get fit. We're also in talks with Westfield Shopping Centre (the new complex at Shepherd's Bush) to do something for the kids there, which is exciting. I have loads of ideas for TV and a clothing range, but we're still working on that.

[www.amandasactionkids.co.uk](http://www.amandasactionkids.co.uk)