

AECC ensure Cherries are match fit

22nd July 2013

On Sunday 21st, AFC Bournemouth took to the pitch at Goldsands Stadium to play giants Real Madrid. The visitors won and put on an excellent show, winning 6-0 during the friendly. Despite the defeat manager Howe delighted in the occasion that epitomises the remarkable turnaround in Bournemouth's fortunes.

Less than five years ago, Cherries were hit with the looming prospect of non-league football. Now, the club are preparing to compete in the championship which is an achievement not only down to management and hard work by the players, but is also due to the excellent care the team receive behind the scenes. A portion of the team's assessment and treatment comes from local Chiropractic College the AECC. The College is respected as a world class training facility and is home to one of the largest treatment clinics in Europe, all key tools in ensuring the players remain match fit.

The AECC have a longstanding relationship with AFC Bournemouth, but when final year students Tom Faulkner and Dayne Ferrar took an interest in working with the club, it helped the college to cement the relationship. The interest and commitment shown by the pair led to the students treating the team onsite regularly, for the first time, and allowed them to work with several players on an assessment level, testing strength and identifying potential issues that could affect play.

The relationship continued to strengthen and resulted in Tom and Dayne assessing and treating the whole of the first team. From this the pair, both training for their MSc in Chiropractic, introduced injury prevention and strengthening, and now also provide a full season screening programme which is a combination of treatment and advice from the AECC Chiropractors, the Head Physiotherapist, Doctors and a team Nutritionist. Tom commented:

"It is a team effort to keep the players at their peak fitness and it has been a fantastic experience to work with everyone involved. It is important for us at the AECC to build local links, and many of the students here have a particular interest in sports and go on to specialise in sports treatments. The College has a proven track record meaning that local sports clubs and the community in general can benefit from having a world leading health care facility on their doorstep."

As the AECC continue to make positive strides forward with the first team, the new academic year's interns are preparing to begin work with the players. This year's team of students is bigger than ever before, allowing the AECC to dedicate more time to the team and support them as championship play begins this August.

The AECC Clinic is open to the public Monday – Saturday and is run by our faculty who are among the most respected globally, based on their research and clinical expertise. For more information or to book a free consultation, contact 01202 436222 or visit www.aecc.ac.uk



Ends

Image: Tom (2nd from left) and Dayne (3rd from left) posing with the AFCB team

About the Anglo-European College of Chiropractic

The AECC is one of the world's leading institutions providing chiropractic training in a dynamic, state-of-the-art, multidisciplinary and multicultural environment. As one of the largest chiropractic treatment facilities in Europe, the state-of-the-art Intern clinic at the AECC offers 34 modern treatment rooms, a functional sports and rehabilitation centre, digital X-ray and fluoroscopy facilities. Significant investment has also been made to facilitate electronic assessment and patient management systems.

Issued by Anglo-European College of Chiropractic

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