

London's top trainers

Bespoke fitness is one of the fastest growing health trends in town – even Lady Isabella Hervey is muscling in. But how do you find the very best exercise guru? Here, **Alice Hart-Davis** selects 10 who are guaranteed to whip you into shape – and keep you coming back for more

JAMIE BAIRD

Who are his clients? Plenty of famous names — but he's famously secretive about them.

What is he like? Deeply cool (he trains clients at Sanderson; Rankin took the pictures for his new website), yet thoroughly nice with it. As a trainer he's persistent but upbeat: "People can achieve anything if they put their mind to it," he says.

How much pain? That depends on your level of commitment, and on what you're trying to achieve. He'll push you but will do wonders for your self-confidence at the same time.

Most likely to ... stay on your case. "As long as you do what I say, we'll get results," he says. "It's a team effort. I can give you 100 per cent, but you've got to commit, too. So I'll follow up. Are you training by yourself? And keeping a food diary?"

Least likely to say: "You're fat, you've no chance!"

Signature: Sculpting the backside and waist with ferociously targeted exercises.

Waiting list? For peak times, yes; it's easier to squeeze in at off-peak times.

Where and how much? At Sanderson, Berners Street, W1 (07970 782 476, www.thefitnesscoach.com). From £75 an hour; £100 an hour for home visits. If you can't stretch to that, look out for his Quick Fix Fat Loss Programme, out on DVD in November.

