

The Case for Inclusion

83% of disabled people have taken their custom elsewhere when faced with inaccessible or unwelcoming services.



The Inclusive Fitness Initiative (IFI) support and advise the leisure industry to become more accessible and encourage disabled people to use leisure services and participate in physical activity.

Attracting a New Market

There are around 11 million disabled people in the UK, representing 17% of the overall population (Office for Disability Issues 2009/2010), that does not include the older population and those not 'registered' as disabled with health and medical conditions.

Only 18% of disabled people participate in physical activity 1 x 30 minutes a week at moderate intensity (Active People Survey 7, 2012/2013). That is a lot of inactive disabled people who could benefit from exercise and who represent potential income for the leisure industry within a relatively untapped market.

However, in order for disabled people to bring in revenue, there needs to be accessible service provision and environments for them to use. To support you to address these issues, we have developed the IFI Mark - the leading fitness accreditation for inclusion. The IFI Mark provides leisure facilities with recognition of their commitment to disabled people within their service provision.

Can you afford to lose business?

Inclusive Fitness fully understand that increasing membership figures is a priority for all facilities, whether this is linked to facility revenue, participation targets or both.

IFI Mark facilities experience increased membership if marketed effectively. We will support you with advice and resources to widen and diversify your target markets and ensure that your marketing strategies are more inclusive and attract more disabled users.

IFI monitoring figures from 2009 indicate that disabled people account for 10% of all new users and generate on average £17,000 income per annum for an IFI Mark facility.



Let's get physicall

Meeting Consumer Needs

Inclusive Fitness considers accessibility as a whole addressing the following elements;



Inclusive facilities are not just about physical access and will benefit all consumers along with enabling you to market membership to the wider community including disabled people, older adults and people with medical conditions. IFI monitoring data also shows that disabled customers are loyal and a good source of referral to family and friends.

'I wouldn't even attempt to use a facility unless it had the IFI Mark as I wouldn't feel comfortable.'

Debbie Della Cerra, Grove Leisure Centre



Value for Money

Inclusion makes commercial sense and can be achieved for very little investment. The IFI Mark is assessed every three years at continuous improvement levels - **Provisional, Registered and Excellent.**

We will provide you with recommendations and resources to support you through the process of IFI Mark to ensure that your facility is fitted with the most appropriate range of fitness equipment and makes the most suitable access enhancements required.

Our experience and consultation with disabled people and disability organisations has identified that staff awareness and having appropriately trained staff is a hugely significant factor in attracting and retaining disabled people. The IFI will advise you on training ensuring that your staff have the necessary skills and qualifications to provide disabled people with the most safe, effective and value for money experience.

With over 400 facilities providing Inclusive Fitness nationally – can you afford to miss out?

To find out more about Inclusive Fitness and the IFI Mark **please contact us now:**



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Website: **www.efds.co.uk**
or follow us on twitter **@incl_fitness**



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