

EFDS Inclusive Fitness Initiative: The case for inclusion



Did you know that 83% of disabled people have taken their custom elsewhere when faced with inaccessible or unwelcoming services?

There are over 10.8 million disabled people in the UK. This represents 20% of the total population. This does not include the older populations and those who do not recognise themselves as disabled or having health conditions.

Figures from Sport England's Active People Survey released on 10 December 2015 show that only 1.58 million people aged 16 years and over with a long term limiting illness or impairment (17.2%) played sport once a week.

That makes inactive disabled people a large untapped market and with this large audience, comes potential income. However, in order for disabled people to use this revenue, there needs to be inclusive offers in accessible environments.

To support you to address your facility's inclusion, we have developed the IFI Mark- the leading inclusive fitness accreditation. The IFI Mark recognises leisure facilities' commitment to disabled people's inclusion.

Can you afford to lose business?

Monitoring from IFI Mark facilities in 2009 indicates that disabled people account for 10% of all new users and generate on average £17,000 income per annum for each facility.

We understand that increasing membership numbers is a priority for all facilities, whether linked to facility revenue, participation targets or both. IFI Mark facilities show increased membership when marketed effectively.

Our team will support you with advice and resources to widen and diversify your target markets. We want to help you to make your marketing strategies more inclusive and to attract more disabled users.

"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 involves very little investment. The IFI Mark is assessed every three years at continuous improvement levels. These are provisional,

registered and excellent to ensure it is financially achievable. From an access perspective, we will support you to make necessary reasonable adjustments.

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

Contact us:

Our [IFI team](#) can support and advise on how your facilities can achieve this accreditation. You can also [book your assessment](#). Alternatively, you can call 01509 227750.