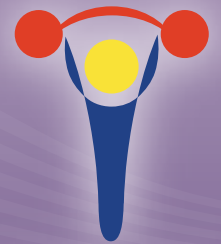




Be Identified as a Market Leader



inclusive fitness

Becoming an Inclusive Fitness Initiative (IFI) Recognised Product supplier will enable your company to be identified as a market leader of quality inclusive products.

IFI Recognised Product status will provide you with a mark of quality. Working in association with a recognised and valued leader in inclusive leisure and fitness provision, you will receive advice and support from trained designers who understand both the fitness industry and the needs of disabled people.

The IFI will assess your product, provide guidance on inclusion and present your product with the recognition it deserves. In addition, you will be supported through the process of developing your IFI promotional package on our website, bespoke to your company's requirements.

Facilities Want Recognised Products

The IFI has worked in partnership with fitness equipment manufacturers for more than eight years, ensuring that the fitness provision available to disabled people is as inclusive as current technology and development will permit. Fitness Equipment that meets the IFI Equipment Standards - Stage 2 are awarded "IFI Accredited Item" status, however there are many different products that are purchased by IFI Mark facilities that fall outside the scope of the Stage 2 Standards for fitness equipment.

Due to overwhelming demand from both the public and private sector, the IFI is creating a portfolio of products to help fitness facilities improve their accessibility in order to meet the IFI Mark Standards and work towards meeting the legislative requirements of the Disability Discrimination Act (1995 & 2005).

The IFI have developed guidelines to expand the portfolio to include products that complement the wider fitness environment, for which the IFI now awards "Recognised Product" status.

Open Up Your New Market

Since 2001 the Inclusive Fitness Initiative has worked to create accessible fitness facilities and inclusive leisure environments for disabled people. The IFI now boasts a network of over 230 inclusive facilities throughout England, Scotland and Northern Ireland, increasing to over 400 by the end of 2009 and a target to accredit 1000 IFI Mark Facilities throughout the UK by the end of 2012.



IFI London is a four year project which will support 150 fitness facilities across Greater London to achieve IFI Mark Accreditation. It is a unique partnership between London Sports Forum for Disabled People, London Development Agency and the IFI. By the end of the project it is anticipated that at least twenty percent of the fitness facilities in London will have been supported to make necessary access enhancements and to ensure disabled people can be effectively integrated into their services. The IFI has also reached an agreement with the London Organising Committee for the Olympic and Paralympic Games (LOCOG) to promote IFI Mark Accreditation to all the venues listed in the Paralympic Games training venue guide.

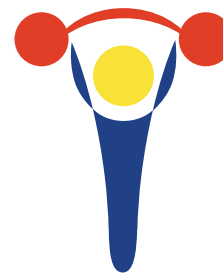
Large public sector operators including DC Leisure, Greenwich Leisure and Parkwood Leisure have achieved IFI Mark Accreditation for facilities, alongside many smaller, independent operators. The IFI is also penetrating private sector facilities, working with Fitness First amongst others.

IFI Mark facilities now attract nine inductions and 130 visits from disabled people on average every month, helping to ensure that disabled people have the same choices as non-disabled people to participate in healthy lifestyle choices.

Increase Your Marketing & Sales

Benefits of gaining IFI Recognised Products status include:

- **The IFI website receives over 150,000 hits per month** - The Recognised Products section will incorporate an online catalogue of access aids, featuring products that will complement the current areas of IFI intervention at fitness facilities and support disabled users
- **IFI website listing via our site** - Offering you an upgrade to a bespoke package, tailor made to your requirements, supporting you to promote your product to the market
- **IFI Recognised Products Logo** - For you to use alongside your products in marketing and promotional materials
- **Targeted marketing solution** – The IFI will be actively promoting your products as the market leaders in inclusion to facilities working towards IFI Mark Accreditation
- **Certificate of Recognition** – Offering your clients written evidence that your product incorporates inclusive features to meet the needs of a wide range of people.



inclusive fitness
recognised product
2009-2010

Your IFI Recognised Products Website Listing

The IFI Web Package

- Company name
- Company email
- Company address
- Web link
- Photograph of the product
- Description of the product (100 words maximum)



IFI Promotional Enhancements

Everybody knows that a picture paints a thousand words, therefore if you would prefer to upgrade to a more bespoke, personal package you could include the following options at a small additional cost:

- Company logo
- An additional image or photograph of your product
- Supplied video
- Linked video (YouTube)
- Description of six product features (including images of each feature)

Apply for Your Products to Become Recognised

Products that achieve a listing within the Recognised Products section of the IFI website will have to clearly demonstrate their suitability for both inclusion and the leisure environment. The IFI have developed criteria and provide guidance to ensure that only the correct profile of products achieve a listing.

If you feel that any of your products would be an excellent addition to the fitness facility or leisure centre environment, please contact us on 0114 257 2060 or email recognised-products@inclusivefitness.org for your free Recognised Products Application Pack.



Further Information

Please contact a member of the Recognised Products Team or visit the IFI website for further information on:

- IFI Recognised Products Web Directory – including a full list of current IFI Recognised products
- IFI Recognised Products Criteria – including a free download of each product specification and application forms
- The wider IFI Programme - including a free download of the summarised IFI Mark (facility) Standards and equipment purchasing advice for facilities
- IFI Recognised Products Rate card - providing details of the price bands for different product categories

Contact Us

The Inclusive Fitness Initiative, c/o MLS, 4 Park Square,
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This document is available in alternative formats.

Please call 0114 257 2060 (Textphone users add prefix 18001 for Typetalk)

The IFI is run by The English Federation of Disability Sport Operating Company, (Chairman B P Atha CBE, OBE) which is a wholly owned subsidiary company of the English Federation of Disability Sport (CEO Colin Chaytors): EFDS, Manchester Metropolitan University, Alsager Campus, Hasall Road, Alsager, ST7 2HL. www.efds.co.uk. The Operating Company has appointed MLS Ltd as its agent for running the Inclusive Fitness Initiative: www.mls.gb.com. Version 1.1 September 2009.