



Inclusive Fitness: Nice or Necessity?

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Task



**What are your
thoughts...**

Nice or Necessity?



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Inclusion



Why should we be bothered about inclusion?



Legal



Moral



Business Case




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1. Increased revenue



 There are at least 10.8million disabled people in the UK, representing over 20% of the total population with lower than average participation figures

 Disabled people have an estimated spending power of at least £80billion per annum (Department for Work & Pensions, 2006)

1. Increased revenue



Working with the IFI to create inclusive fitness facilities supports you to:

- Meet the needs of your local community
- Attract a new market
- Increased membership
- Improved customer satisfaction and retention



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1. Increased revenue



IFI Facts

-  IFI Mark Facilities attract on average:
 -  141 visits per month by disabled people
 -  8 new inductions to disabled people per month
 -  Disabled people account for 10% of all new users at all IFI Mark facilities
 -  IFI Mark facilities generate on average £17,000 per annum from disabled people

2. Prevent unlawful exclusion



Failure to understand and meet the requirements of the Disability Discrimination Act (1995 & 2005) by providing reasonable adjustments could result in a costly legal case and bad publicity!



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2. Prevent unlawful exclusion



Working with the IFI to create inclusive fitness facilities supports you to:

-  Analyse and understand all aspects of inclusion including: Physical accessibility, policies, staff skills, organisational culture, marketing approaches and strategies, programming and customer communication
-  Avoid any unnecessary need for expensive physical changes by implementing the correct changes to a policy of service

3. Make the right purchasing decisions



Ensuring that your facility is fitted with the most appropriate range of fitness equipment and has the most suitable access enhancements can be challenging, time consuming and costly



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3. Make the right purchasing decisions



Working with the IFI to create inclusive fitness facilities can support you:

-  IFI Accredited Equipment List
-  IFI Guide to purchasing IFI Accredited Equipment
-  IFI Recognised Products Portfolio



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The IFI supports you to make the right choices and avoid costly mistakes



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Attracting Future Funding



Using IFI Mark Accreditation to attract future funding:



QUEST



Health Improvement Fund Project



BIG Lottery Reaching Communities



Voluntary Sector Support Unit
(Northamptonshire County Council)



Disability Organisations – MS Society



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Sources of funding



-  Sport England Website
<http://www.sportengland.org/funding.aspx>
-  County Sports Partnership Websites
<http://www.cash-4-clubs.com>
-  <http://www.cash-4-clubs.com>
-  www.awardsforall.org.uk/
-  www.biglotteryfund.org.uk/
-  Sport Unlimited Programmes
-  Lloyds TSB Foundation Community Programme
www.lloydstsbfoundations.org.uk
-  **EFDS Inclusive Grants Programmes – Details coming out in next IFI Newsletter (1 April 2010)**

Final Thought



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Questions?



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