

# The IFI Mark



The **Inclusive Fitness Initiative (IFI)** is a programme, which offers disabled people more choice and opportunities to enjoy the benefits of physical activity. EFDS is committed to supporting the fitness industry to achieve this.

IFI operates an accreditation scheme for facilities. Called the **IFI Mark**, it recognises the achievements and commitment of leisure facilities who enable disabled people to become physically active. The accreditation provides an inclusive platform for disabled and non-disabled people to be active together.

Over the past 10 years, through consultation with fitness industry experts and disabled customers, we have developed the IFI Mark standards. Our IFI Mark is the leading fitness accreditation for inclusion recognising leisure facilities commitment and inclusion of disabled people within their service provision.

Every three years, we assess a facility's IFI Mark and accredit at one of three levels- provisional, registered or excellent. This supports a facility's continuous improvement and ensures inclusion is achievable from entry level to excellence. It makes it ideal for leisure facilities just starting on their inclusion journey or a new purpose built facility meeting current building regulations and legislation.

 <p><b>Inclusive Fitness Mark Accredited Facility 2012</b> <b>Registered Level</b></p>	<p><b>Provisional level</b> - for facilities beginning to consider and work towards meeting the needs of disabled customers.</p> <p><b>Registered level</b> - for facilities who are proactive on their journey to be more inclusive and attract disabled customers by providing a better customer experience.</p> <p><b>Excellent level</b> - for facilities who demonstrate an outstanding commitment to inclusion reflected in their service provision which may exceed the expectations of their disabled customers.</p>
---	--

Inclusive Fitness addresses inclusion as a total programme. We encourage IFI Mark facilities to embed positive changes that are not just about physical access. Our team will provide you with low-cost reasonable solutions. They have flexible options on how you reach the standard for each element and IFI Mark level.

There are five areas in the inclusive experience and they are shown in the diagram below. They are:

- Fitness equipment
- Staff training
- Marketing and engagement
- Sports development and
- Accessible facilities.



Contact us:

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