



Fit For Inclusion

**Sue Catton – National Director
Inclusive Fitness Initiative**



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www.inclusivefitness.org

The Catalyst For The IFI



-  **Social – Public Sector Delivery**
-  **Financial – Lottery Funding**
-  **Research – Gary Jelen Sports Foundation**
-  **Physical – Building Requirements**
-  **Political – Physical Activity**
-  **Legal – Disability Discrimination Act 1995**









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What Is The IFI?



-  **English Federation of Disability Sport**
-  **6 Year Programme – 2001 to 2007**
-  **Sport England Lottery Fund £6 / \$11.4million**
-  **Partnership Funding £2 / \$3.8million**
-  **180 Public and 5 Private Sector Facilities**
-  **Holistic Proactive Solution**




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What Is The IFI?



-  **Inclusive Fitness Equipment**
-  **Access & Communication Developments**
-  **Staff Training – 2 Levels**
-  **Inclusive Marketing**
-  **Complementary Physical Activity**




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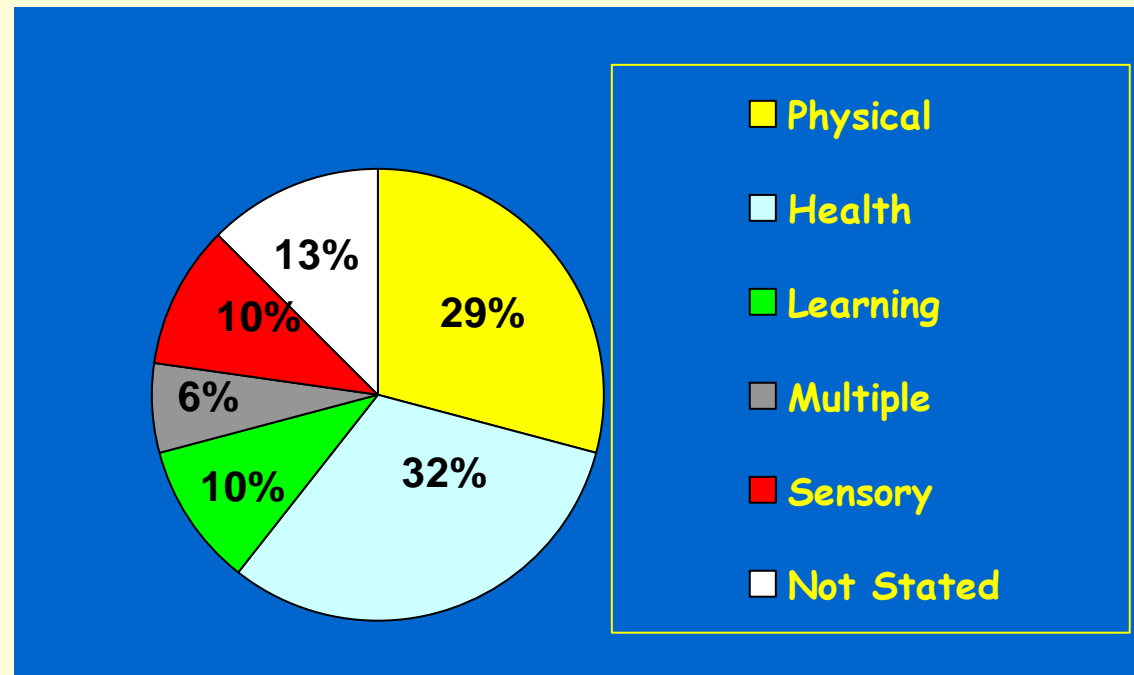
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IFI Outputs



 **7% Of All Visits Are By Disabled People**

 **12% Of All New Inductions Are For Disabled People**



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Inclusive Fitness Equipment



Year 2000



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Year 2006



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IFI Equipment Accreditation








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IFI Equipment Accreditation



-  **User Centered Testing**
-  **IFI Equipment Standards**
-  **IFI Equipment Panel**
-  **Supportive Supplier Framework**
-  **Nationally Recognised Mark of Excellence**

Inclusive Fitness Initiative Certificate of Accreditation Equipment Standards - Stage One



This is to certify that the

[equipment]

supplied by

[Supplier]

has been accredited by the IFI
to 30 September 2007

Signed:
IFI National Director *Sue Cotton*

To download a copy of the IFI Equipment Standards – Stage One, please visit the IFI website at
<http://www.inclusivefitness.org/inclusive-fitness-initiative/inclusive-fitness-equipment/equipment-standards/>



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Suppliers Cultural Change



-  **Non-Challenging Framework**
-  **Supplier Forums – Share Solutions**
-  **Business Case**
-  **Disability Equality Training**
-  **Marketing Support**
-  **Contractual Agreements**



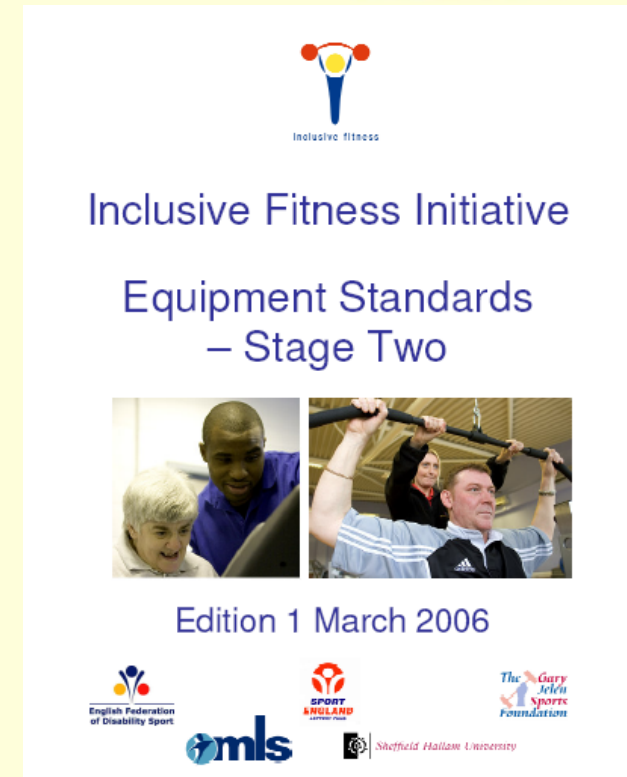
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Inclusive Fitness Equipment Standards



-  **Stage One Standards**
 -  Expires September 2007
-  **Stage Two Standards**
 -  Expires September 2010
-  **Stage Three Standards**
 -  From October 2010
-  **European Standard – EN957 Part 1**
-  **Aim To Develop ‘Global Inclusive Fitness Equipment Standards’**



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IFI PhD Research Programme



-  **Partnership Approach - 2003 to 2006**
-  **Based at Sheffield Hallam University**
-  **Inclusive Fitness Equipment Research**
-  **Underpins IFI Equipment Standards**
-  **Supplier R&D Forums**
-  **Accompanying Detailed Guidance Notes**








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IFI Research Fellowship



-  **European Objective One Funding**
-  **Underpin Stage Three IFI Equipment Standards**
-  **Identify Solutions For Key Issues**
-  **International Exchange of IP**
-  **Drive 'Global Inclusive Fitness Standards'**



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IFI Goes Into Europe



-  **EU Sports Ministers**
-  **2007 – EU Year of Equality**
-  **European IFI Pilot Scheme**
-  **IFI Mark Franchise**
-  **Network of Inclusive Fitness Expertise**



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International Fitness Initiative!



-  **Blue Sky Thinking**
-  **Advisory Services**
-  **United States Exchange**
-  **Asian Markets**
-  **2012 Paralympic Support**









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Key Messages



-  **Don't Under Estimate The Detail**
-  **Don't 'Shy Away' From The Business Case**
-  **Maintain Transparency and Independence**
-  **Balance User and Supplier Needs**
-  **Maintain The Momentum and 'Carrots'**
-  **Drive The Cultural Change**



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Embracing Inclusive Design: The UK Fitness Market

Dawn Hughes – Researcher

Inclusive Fitness Initiative & Sheffield Hallam University



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Initial State of the Industry



“Because there is so little equipment available that is designed for inclusive use, this needs to be resolved otherwise the needs of disabled people will not be met”

(GJSF National Survey, 1999)



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Data Collection



 **10 sessions over last 5 years**



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Equipment Assessment



**389 equipment items assessed
from 43 suppliers**



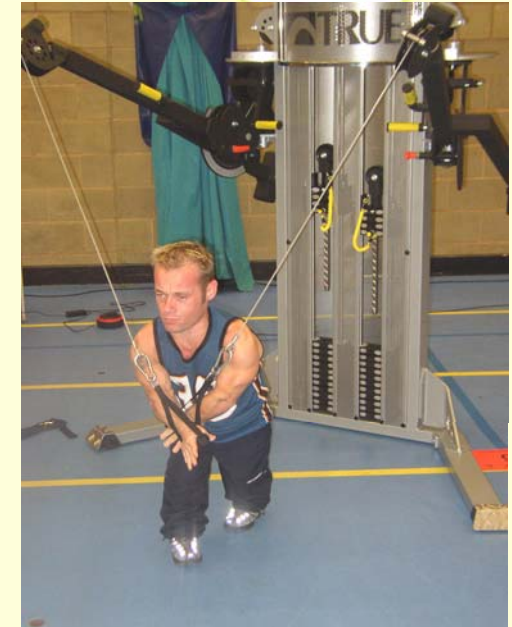
**163 equipment items accredited
from 22 suppliers**



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User Testing



127 testers, pan-disability



Questionnaires, qualitative & quantitative data



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User Comments



Due to size of fonts it is difficult to access programmes
(Treadmill, Visually Impaired)

With a battery wheelchair, the wheelchair prevented me getting far enough back
(Pec Deck, Muscular Dystrophy)

All the adjustments are right hand and I found difficult to operate
(Leg Curl, Upper Limb Impairment)

Wrap it up. I'll take it home!
(Lower Back Extension, Blind)








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Main Findings



-  **Need clear access onto equipment**
-  **Adjustment mechanisms difficult to use**
-  **Unsuitable resistance increments and ranges of movement**
-  **Overly complex programming**
-  **Lack of multi-sensory information**



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Specific Testing



Adjustments

e.g. weight stack pin
– shapes, sizes



Arthritis, upper limb impairment



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Specific Testing



Tactile information

e.g. consoles



- Icons/words, font size, height of raised information

Blind, visually impaired,
deaf/blind








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R&D Forums



-  **8 discussion forums + consultation periods**
-  **Managing Directors, product designers, production managers, sales team representatives**
-  **Barriers to adoption**
-  **Commercial imperatives and concerns**
-  **Technical contributions to standard**



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IFI Equipment Expert Panel



-  **Fitness equipment design**
-  **Inclusive sports equipment design**
-  **Disability equity**
-  **Fitness instruction**
-  **Design legislation**
-  **Elected supplier representative**
-  **IFI programme implementation**







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Conflict Resolution



-  **User / user & supplier / user**
-  **User safety / risk assessment**
-  **Potential impact (number of users)**
-  **Likely practical achievability**
**(cost, manufacturing limitations,
lead-in times, ease of change)**



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IFI Equipment Standards



Inclusive Fitness Initiative Equipment Standards – Stage Two



Edition 1 March 2006



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Meeting the Standards



Evolving mainstream products



Retrofits



Redesign



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UK Case Studies



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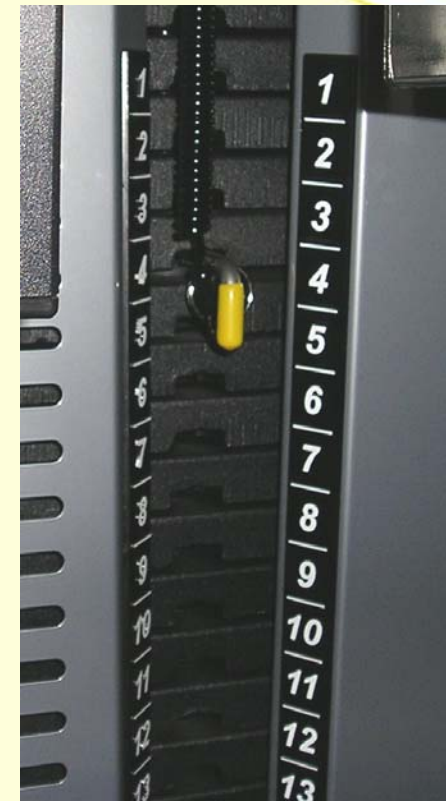
Weight Pin Colour



Before:



After:



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Weight Pin Grip



Before:



After:



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Tactile Weight Numbering



Before:



After:



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Pedal Straps



Before:



After:



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Treadmill Safety



Before:



After:



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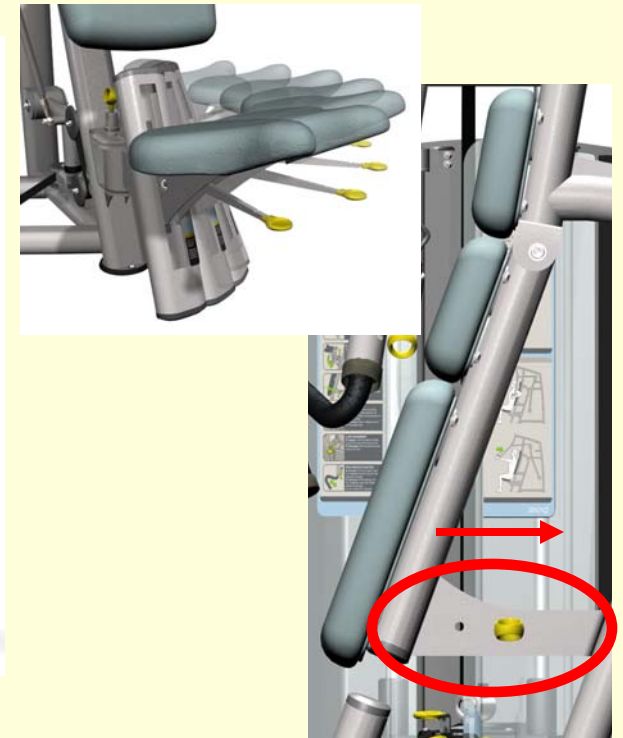
Appropriate Positioning



Before:



After:



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Access Choices



Before:



After:



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Reaching High Handles



Before:



After:



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Tactile Consoles



Before:



After:



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The Future



Continue standards development

- long term sustainability in industry
- increase depth and scope

e.g. audio feedback, entertainment systems



Expand research fellowship



Partnership development



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Your Views Are Welcome



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