



## Press Release

### **INCLUSIVE FITNESS LAUNCHES AT TRAFFORD COMMUNITY**

### **LEISURE TRUST'S GEORGE H CARNALL LEISURE CENTRE**

George H Carnall Leisure Centre launches as an inclusive Fitness Initiative site on the 1<sup>st</sup> of October 2004 to coincide with the next phase of the Disability Discrimination Act 2004 (DDA)\*. The launch will be the official opening for the newly extended fitness suite and an opportunity for local disabled people to exercise on the recently purchased inclusive fitness equipment\*\*.

The GH Carnall leisure centre has shown its commitment to inclusion of disabled people within its fitness suite by applying for a national Sport England lottery funded project, which supports the site to improve its service provision for disabled users. The centre is one of the first leisure facilities to launch as an Inclusive Fitness Initiative site along with 10 other sites nationally on the 1<sup>st</sup> of October 2004\*\*\*.

Dave Williams, Leisure Centre Manager says, "We are very proud to be one of the first sites to become accredited as an IFI facility and believe this holistic approach to inclusion will encourage disabled people to come and visit us and ultimately benefit from taking part in regular exercise".

To achieve IFI status the GH Carnall Leisure Centre has undergone an audit of their accessibility, policies, procedures and practices relating to the leisure provision for disabled users. Trafford Community Leisure Trust has invested its own funds in making its facility more accessible to

disabled people and have been awarded a grant from the IFI to help towards purchasing inclusive fitness equipment, staff training, marketing and sports development. Additional part funding was received from Kelloggs as community partner.

The new fitness equipment within the gym is inclusive to both disabled and non-disabled people to provide a full body workout for everyone in the same way, at the same time, using the same equipment. The centre staff have also received disability equity training to enable them to be confident in meeting the needs of disabled users and the fitness suite staff are qualified to provide adapted Physical Activity programmes for disabled users. An inclusive marketing and sports development plan have also been devised to include marketing in alternative formats and other inclusive sporting activities for disabled users within the borough.

It is estimated that at least 20% of the adult population are disabled. This number are not necessarily registered as disabled but includes temporary disablements perhaps as a result of illness, surgery or accidents and with an aging population this is set to rise. Dave Williams adds, “We want to include everyone in our gym, and the IFI has acted as a catalyst to further compliment and enhance our provision for participation in physical activity for the whole community. In addition we have extended the gym and re-branded the facility as ‘Zest Health and Fitness’. I am excited about the changes we have made and very eager to offer our inclusive package to everyone”.

### **End of Press Release**

#### **NOTES TO EDITOR**

\*As from the 1<sup>st</sup> of October 2004 the DDA duties will affect all service providers focusing on ‘reasonable adjustments’ to overcome barriers and enable physical access to disabled users.

\*\*There may also be the opportunity to trial further inclusive sporting opportunities that will be held at the site with the involvement and expertise of the English Federation of Disability Sport (EFDS) along with Local Authority Sports Development team.

\*\*\*The English Federation of Disability Sport’s Inclusive Fitness Initiative (IFI), which is funded by Sport England aims to have launched 179 sites over the next 3 years.

For further information contact;

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**Centre Manager**

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**Inclusive Fitness Initiative**

[www.inclusivefitness.org](http://www.inclusivefitness.org)

[www.TraffordLeisure.co.uk](http://www.TraffordLeisure.co.uk)

**The launch will be held on the 1<sup>st</sup> of October starting from 11.00 am at the**

George H Carnall Leisure Centre

Kingsway Park

Davyhulme

Manchester

M41 7FJ

Tel 0161 912 2980

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**The Format of the day is as follows;**

11.00 am guest Arrival

11.30 am Formalities, Official opening, speech **Simon Jackson MBE** (currently competing at the Athens Paralympics 2004 in Judo), Cheque presentation and plaque unveiling.

12.00 pm Tour of the facility and photo opportunity with users on equipment.

12.30 pm Lunch and Networking

For any questions relating to the launch of the **IFI project nationally** please direct to;

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