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British Military Fitness is first outdoor operator to be awarded ukactive Outdoor Code of Practice certification

British Military Fitness is the first outdoor operator to be awarded the ukactive Outdoor Code of Practice certification, it was announced today. Implemented last year as a part of ukactive's commitment to raising standards for outdoor fitness providers, the Code of Practice offers consumers a seal of approval that ensures that they are exercising in a safe, secure environment, with responsible instructors who have effective outdoor-relevant risk safeguards in place. It also reduces the local authority cost and resource burden of controlling standards of outdoor operators training in their borough by offering a central system for regulating providers using the relevant spaces.

Leisure-net Solutions will be carrying out mystery visits on ukactive's behalf, and completing a desk-based review of the documentation required to evidence compliance.

"Outdoor fitness has surged in popularity but operating in the outdoors requires different competencies and carries different risks to those that people might face when delivering workouts in a more traditional facility," said Rob Love, MD, British Military Fitness. "We are certainly proud to have been awarded the ukactive Outdoor Code of Practice. I am confident that our customers will value what we have achieved, and that potential customers who have a choice of provider, will take confidence from seeing this seal of approval."

"It is a testament to the rigour of operation and commitment to having sound standards and processes in place that British Military Fitness have managed to get all their sites through the ukactive Outdoor Code of Practice," said David Stalker, CEO, ukactive.

"It isn't an easy process; Leisure-net are incredibly thorough. The system covers off multiple needs; from streamlining the provider vetting process for councils to providing a fall-back for exercise professionals and a standards kite-mark for businesses. With outdoor fitness growing at such a pace, the Outdoor Code of Practice serves to protect customers and secures the reputation of outdoor fitness. We look forward to seeing more ukactive members complete the process successfully," he added.

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For more information about the OCOP, please contact Pete Wells, Quality & Standards Manager, ukactive (petewells@ukactive.org.uk / 0207400 8630)

About ukactive

ukactive is the UK's leading not-for-profit health body for the physical activity sector, with over 3,500 members from activity providers to major consumer brands, training facilities and equipment manufacturers. Members come from across the private, public and third sector and are united by ukactive's longstanding and uncompromising commitment to getting more people, more active, more often. ukactive facilitates big impact partnerships, conceives and drives breakthrough campaigns, conducts critical research and galvanises key stakeholders to develop and deliver key projects that support and champion the physical activity agenda.

Press release



The organisation's efforts are centred on supporting a national ambition to "turn the tide of physical inactivity".

About British Military Fitness

Founded in 1999, British Military Fitness (BMF) is the UK's undisputed leader in outdoor fitness. Welcoming people of all fitness levels who want to get fit but struggle to find the motivation, BMF combines inspiring group exercise led by real, military-trained professionals to deliver life-changing results with serious fun guaranteed.

The experts in outdoor fitness

British Military Fitness has spent the last 15 years developing its outdoor group fitness classes and now holds 400 sessions a week in over 140 parks nationwide. Combining professional ability and infectious enthusiasm, BMF guarantees an effective workout, improved fitness and a good laugh. BMF genuinely changes people's lives.

Training outside, British Military Fitness instructors work to a standard not a formula – every session is unique and designed to challenge, offering a variety of exercises and terrain. Each class is tailored to match the ability and fitness level of the members and to make full use of the outdoor space available.

Serious Fun and challenging classes

At British Military Fitness members find that the classes make them work harder than they would do by themselves, and they enjoy the support and banter of a team. It's the atmosphere, along with regular socials, that keeps thousands of people coming back for more every week.

BMF will encourage members to push their limits and help get more out of each work out to become their best. They provide the expertise and the motivation – you just have to turn up!

Highly-trained instructors

Our reputation is built on our 400+ highly trained instructors. Every one has an authentic military PT background, and there's more military service between them than any other outfit, not including the British Army. Throughout their military careers, BMF instructors were encouraged to be the best they could be and to achieve as much as possible through hard work, a positive attitude, and maximum effort at all times. This is the approach adopted at British Military Fitness and members experience the distinctive motivational style (and irrepressible banter) of instructors from the very first session.

For more information please contact Amy or Alice on bmf@manifestcomms.co.uk or call 0113 242 9174.