**Promoting your certification to The Active Standard**

Congratulations on receiving certification to The Active Standard! Now you’ve received your certificate you can start sharing your news across your channels. By sharing what this means for your facility and your members you’ll start to reap the benefits of being certified to The Active Standard.

The Active Standard is designed to help ukactive members raise the bar in risk management and operational standards. By achieving certification to The Active Standard, you can:

* **Boost consumer confidence:** Showcase your commitment to safety, inclusion, and compliance.
* **Enhance reputation:** Build trust with customers, improve brand loyalty, and strengthen your facility’s reputation.
* **Future-proof your business:** Meet essential risk and standards criteria, ensuring resilience against operational and reputational risks.
* **Unlock new opportunities:** Demonstrate your commitment to public health and attract new partnerships.

What does it mean for your members?

* **Visible mark of quality:** A certified facility for high quality of risk and standards
* **Reassurance and confidence:** Their chosen facility takes their safety and wellbeing seriously
* **Confidence and peace of mind:** Knowledge that there are procedures in place to support if an incident was to occur

So that you can share your certification to The Active Standard, we’ve put together some example copy for you to use across email, website and socials

**Email**

Dear **[first name],**

We are delighted to share the news that **[organisation]** has been certified to The Active Standard.

**What is The Active Standard?**

The Active Standard is a quality mark for the physical activity sector, developed by ukactive and independently assessed, which demonstrates our commitment to provide facilities that are safe, inclusive and compliant

The Active Standard assesses through a thorough 40-question syllabus against four key areas:

* Health and Safety Compliance
* Safeguarding Facilities
* Data Protection
* Professional Standards

**What does this mean for you?**

At [Organisation/Facility name] we prioritise your safety and protection, making sure that you feel safe, secure and included when visiting our facility. Our certification to the Active Standard demonstrates our unwavering commitment to safety, including and high professional standards.

When using our facility we want you to feel reassured that we have completed the necessary steps to create a safe and secure environment, one that you feel comfortable to move and exercise in. Not only this, but through our certification, we uphold the legal requirements for health, safety and compliance.

As we continuously improve our services, you can be confident we will maintain the high operational standards you expect.

Thank you for continuing to be a member of **[organisation]** and if you have any questions or feedback please email/enquire [here]**.**

Kind regards,

**[site/name]**

**Website**

We are delighted to share the news that **[site/organisation]** has been certified to The Active Standard.

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As we continuously improve our services, you can be confident we will maintain the high standards you expect.

Find out more about [The Active Standard](https://www.ukactive.com/the-active-standard/).

**Socials**

We are delighted to share that **[organisation]** has been certified to The Active Standard!  

The Active Standard is an independently assessed certification which demonstrates our unwavering commitment to provide facilities that are safe, inclusive and compliant.

We’ve been certified against a 40-question syllabus against four key areas:

🥽 Health and Safety Compliance  
✅ Safeguarding Facilities  
💻 Data Protection  
👆 Professional Standards

We are safe. We are inclusive. We are certified  
  
#theactivestandard [Feel free to add relevant hastags for you, including local and industry based]