The Active Standard Press Release Template

*To help you promote your organisation achieving The Active Standard, this is a template press release which can be used to share your news with media, on your website and social media channels. This release is designed to be adapted to suit your organisation, including adding your organisation’s name where highlighted, as well as any extra details about your facilities and services. Please note the point that the certification is for the organisation rather than an individual site.*

*If you would like to produce your own press release in your own style, please ensure you maintain the language and details of The Active Standard as shown below. If you have any questions, please email* [*tas@ukactive.org.uk*](mailto:tas@ukactive.org.uk) *and we can support you.*

**[Insert operator name] achieves The Active Standard, providing customers with confidence and trust in the safety and inclusiveness of its facilities**

[Insert operator name] has officially achieved The Active Standard, a certification that allows fitness and leisure operators to demonstrate the safety and quality of their facilities.

By becoming certified to The Active Standard, [insert operator name] is demonstrating its commitment to provide a safe, inclusive and high-quality service to its customers.

The standard was designed by ukactive, the UK’s trade body for the physical activity sector, with support from leading standards professionals and organisations across the UK and Europe.

It aims to support all gyms, leisure centres, swimming pools and other sport and fitness facilities to raise standards and welcome more people to be active.

It means [insert operator name] has been assessed on its health and safety practices, professional standards, safeguarding procedures, and data protection processes, helping to give visitors and customers greater confidence when using its facilities.

The assessment was conducted by Right Directions, an independent third-party assessment body, against strict criteria. If an operator is running multiple sites, then a sample of these is assessed. The certification will last for three years before re-assessment is required.

The Active Standard has been carefully aligned with the industry’s other major schemes, FITcert and Quest, to ensure the sector continues to improve and grow.

**[insert name and job title of spokesperson] at [insert operator name], said:** “

*[Here you can insert quote from someone within your organisation about why you are proud to achieve The Active Standard. For example, you might add why you wanted to achieve the certification, why health and safety and inclusion is a priority and what it means for your members and visitors.]”*

**Huw Edwards, CEO of ukactive, said:** “Demand for our nation’s fitness and leisure facilities is growing rapidly as more and more people across the UK prioritise physical activity for their health and wellbeing. The Active Standard will help more people to feel confident that they can enjoy all the benefits of being active in a safe and inclusive environment.”

**To find out more about our latest services and membership, visit [insert your website here]**

**ENDS**

**Notes to Editor**

**About [insert operator name]**

*[Add more details about your organisation here, for example a short summary of your facilities and services and an email address for the press to contact for more information. You may also include a link to our website for more details on The Active Standard:* [**www.ukactive.com/the-active-standard**](https://www.ukactive.com/the-active-standardwww.ukactive.com/the-active-standard)*]*