

FIT4ACCESS PRESS RELEASE: 25th JULY 2020

Fit4Access™, a new digital platform that enables gyms, pools, leisure facilities and their members to better safeguard against the risk of Covid-19 infection, is launched 18th July.

This new platform, developed by APEX1 in response to the coronavirus pandemic, will help leisure facilities across the country re-open safely.

APEX1 Marketing Director Gwilym Austin says: “With Fit4Access leisure facilities get a new system that enables them to keep members up-to-date about all their safety procedures, sets out what to expect when they return and ensures that people are reading the guidelines by issuing access passes.

Members get an easy to access, easy to digest and well-presented set of guidelines specific to their facility. They need to complete an online self-certification and can gain confidence that everyone inside the facility has done the same.”

A ukactive study shows 88% of people want to go back but are worried about how safe it is going to be. With over 12m members nationwide, this new platform will help facilities large and small meet this challenge.

“When operators commence their reopening, it is imperative that they follow government guidelines to ensure their facilities are safe. We’re delighted that our member APEX1 have developed Fit4Access, to give greater reassurances around the safety measures in place to protect customers and staff in the bid to help the nation stay active” said **Steven Scales, ukactive Client Services Director**.

Phillip Wright, Business Transformation Lead at CIMSPA comments “Fit4Access is an incredibly powerful tool that can not only help with compliance and customer confidence in the current climate but positively drive behaviour change within facilities.”

Fit4Access have been working with British Weightlifting and Swim England to develop the product for this sector.

Ashley Metcalfe CEO at British Weightlifting commented “British Weightlifting are working with Fit4Access to bring weightlifters across the country back to the gym floor safely. In the run up to centres reopening, getting members back safely is everyone’s main priority. We’re pleased to support initiatives like Fit4Access that can help to reassure people get back on the weights whilst staying safe.”

Richard Lamburn, Head of Facilities at Swim England says “Swim England are supportive of initiatives like this that look to build confidence amongst the public in returning to the water. Our detailed ‘Returning to the Pool’ guidance aims to support operators by providing comprehensive information to help them reopen swimming facilities, as safely as possible. We’ve worked with Fit4Access to ensure this guidance is incorporated into the Fit4Access platform, to enable the public to feel confident in returning to the activity they love, when they feel safe to do so.”

Fit4Access has piloted the new platform with several facilities across the country.

Dowe Dynamics joined Fit4Access recently and owner **Ian Dowe, a Bodybuilding World Champion and member of the International Federation of Bodybuilding and Fitness (IFBB)** says: “We’re all facing the same challenge right now, that’s to get our members back safe and sound. We see Fit4Access as a useful tool to reassure members that gyms are a safe place to visit. Fit4Access is an easy way to give people the confidence to get back into the gym.”

Mr Austin concludes: “APEX1 is working together with the leisure sector to help members get back to what they love doing, keeping fit. Our Fit4Access digital platform is a great way to help us all feel safer as we look to return to our gyms, leisure centres and pools over the coming weeks.”

“Fit4Access. Helping everybody feel safe.”

NOTES:

- Please watch our Fit4Access explainer video at www.fit4access.co.uk.
- APEX1 are members of ukactive.
- APEX1 are partnered with British Weightlifting and TSG UK & Europe.
- APEX1 are supported by Aria-Grace, legal advisors in all aspects of Fit4Access.
- Swim England is the only recognised national governing body for swimming in England. They help people learn how to swim, enjoy the water safely, and compete in all sports. Their vision is of a nation swimming and they strive to inspire everyone to enjoy the water in the way that suits them.