

UTMF stages	Stages of behaviour change	Objective	UTMF component	Short Definition
3 V's	Precontemplation	Reflect on attitudes and organisational current practice	Verification	The evidence base which points to the scope for increasing an organisation's membership profile
	Contemplation		Value proposition	The mutual benefits to be achieved by an organisation and potential new members who may have or may in the future acquire a disability
	Determination		Vision	How an organisation sees itself in the future in terms of its ability to include all members of the community
8 P's	Action	Take action to adopt a universal service	Philosophy	Refers to the values and belief system in the organisation in respect of the role of fitness in the lives of people, irrespective of their ability levels and the potential benefits to be gained by being a high quality provider of fitness service to all members of the community.
			Processes	Describes the methods and approaches to the practice of inclusion within an organisation.
			Policies	Describes what is to be done in an organisation in order to enhance the quality of service provision for customers and potential customers. It relates to the allocation of resources to meet the mission and goals which reflect the organisation's philosophy.
			People	In a service sector such as fitness, people are an extremely important element in the inclusion process. Refers to the leadership within an organisation at both management and service delivery level.
			Perception	This is what impacts on how people (both customers and non-customers) relate to the organisation and their resulting judgement of the organisation.
			Promotion	Efforts to draw attention to facilities and services on offer and the value added benefits of engagement with these
			Places	Focuses on facilities and amenities which enable fitness and physical activity to happen.
			Programmes	Activities that stimulate the development of dimensions of fitness. They are influenced by trends and exercise science findings
3 I's	Maintenance	Consolidate and improve the changes implemented on the 8 P's.	Implementation	This involves delivering the strategies to achieve set goals. The strategies will be informed by the 8 P's
			Impact	It is important to monitor and evaluate the differences being made by your actions and to ask the question: Are these the changes we desire?
			Innovation	Change requires innovation, this may be an entirely novel approach to service delivery or the adaptation of approaches that have worked elsewhere and will represent a novel way of delivering in your own context.