

DEVELOPING AND SUPPORTING COMMUNITIES FOLLOWING ON FROM THE COVID-19 PANDEMIC

PROFILE (150 WORDS)

Should this entry progress to finalist status, the copy you provide below may be used as part of ukactive's PR campaign to promote the Awards and your achievements. This should provide a brief overview of your business and the market you serve and highlight key areas of your successful entry. Please include your social media (Twitter, Facebook, Instagram etc) handles and avoid sharing any confidential/sensitive information in this section.

ELEVATOR PITCH (250 WORDS)

Imagine you have 20-30 seconds to make the judges sit up and pay attention

Include:

- Why do you think you deserve to win this award?
- What are you bringing to the table that is new, unique or innovative?

ENGAGEMENT AND RATIONALE (300 WORDS)

Describe how you have been successful in engaging, motivating and encouraging your target audience with keeping active during the Covid-19 crisis and supporting communities through this global pandemic and through the ongoing recovery.

Include:

- What new and/or developed initiatives do you offer to help keep your community active?
- Has your programme, project or initiative evolved or adapted since launching? If so, what were the reasons for doing so?
- Does your new and/or developed projects focus on more vulnerable or less active groups?
- Engaged individuals' stories/testimonials.
- How your project, programme or initiative has kept the target audience engaged during the unknown times and the recovery phase as a result of the pandemic.

IMPLEMENTATION (300 WORDS)

How do you engage and appeal to your target audience? How do you maintain the community and engagement?

Include:

- Challenges you have faced and how you have overcome them.
- What systems and processes are in place to measure success?
- How have you managed to mobilise staff/volunteers to support these programmes?
- The timeframes for implementing your project, programme or initiative.

IMPACT REVIEWS (300 WORDS)

What difference have your programmes, initiatives or projects had on your target audience?

Include:

- What evaluation and measurements did you carry out?
- What data can you share to demonstrate tangible results such as increased awareness and participation?

LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have in order to carry on engaging with your target audience?

Include:

- Is the new/evolved way in which you work only temporarily or something that will carry on?
- What is the expected benefit of these plans going forward?



A W A R D S

