

# REGIONAL AND NATIONAL CLUB/CENTRE OF THE YEAR

## 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?

## OUTLINE (450 WORDS)

What makes you the 'go-to' facility in your region?

**Include:**

- How you maximise your profile and member/customer engagement?
- How you promote fitness, champion activity and widen your impact within your local community?
- How you engage with and invest in your employees promoting professional development, as well as health and wellbeing?

## LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have to evolve and improve your offer and broaden its impact?



# AWARDS

