

NEW CONCEPT, BUILD OR DESIGN 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?

ENGAGEMENT AND RATIONALE (300 WORDS)

Please supply an overview of the project including its rationale, aims and objectives.

Include:

- Who your target market is.
- How you engaged with that market to develop and deliver.

IMPLEMENTATION (300 WORDS)

How has your business operations enabled successful implementation?

Include:

- What challenges you have/are you facing and how have these been overcome.
- How the project was/is being funded and is this sustainable.

IMPACT REVIEWS (300 WORDS)

Can you evidence the benefits and impact of your concept, build or design – how will it help to get more people, more active, more often?

LOOKING AHEAD (300 WORDS)

In a world where sustainability and impact on the environment is so important, can you evidence how this was taken into consideration as a core part of your project?

Include:

- What you considered when it came to your resources.
- How it will affect the future longevity of your project.



A W A R D S

