



AWARDS

ENTRY GUIDE 2021

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WELCOME TO THE UKACTIVE AWARDS

The largest and most prestigious accolades of their kind, these awards are designed to recognise and celebrate excellence and innovation across health, wellbeing and fitness in the UK.



WHY ENTER?

Enter the ukactive Awards to champion the added value that you bring to the physical activity sector by promoting the importance of leading a healthy lifestyle and getting more people, more active, more often.



Raise your profile
and showcase your achievements to your customers, employees, stakeholders and competitors.



Benchmark yourself
against the very best in the sector. Taking part will give you unique insight into the performance of your organisation against others



Boost morale
throughout your organisation and reward hard working teams and individuals.



Celebrate excellence
and join like-minded friends and colleagues at the glittering ukactive Awards ceremony!

HOW TO ENTER

1. Visit the ukactive website, click on the events tab at the top of the page and select ukactive Awards.
2. Within the navigation bar at the top of the page you can select the tab named 'ENTER AWARDS'.
3. Follow the online process to confirm the number of awards you would like to enter and then complete the payment.
4. Once the payment has been processed you will receive a confirmation email with your specific log in details and a link to access the online portal (please make sure you check your junk folder if you don't receive the confirmation email). The portal is where you will be able to submit your entry into your chosen award category(s).

Throughout the award process each stage will be judged by the independent panels from Active IQ, Pro Insight and an external panel. They will shine a light on outstanding achievement and honour the best of the best.

AWARD CATEGORIES

NEW AWARD CATEGORIES

For 2021 only, these awards are aimed at recognizing the incredible work that has been carried out across the sector during the coronavirus pandemic.

Delivering Business Continuity and Success during Covid19

Can you demonstrate that you have been able to develop innovative ways to continue to engage with your target audience, maintain a sense of community and ultimately keep the nation active - no matter what challenges were faced?

Developing and Supporting Communities during Covid19

Does your product or programme engage, promote and sustain physical activity in particular communities such as children, young people, and underrepresented individuals throughout the coronavirus pandemic? Tell us how such a community was created and sustained throughout the ongoing challenges of the coronavirus pandemic.

2020 AWARD CATEGORIES OPEN FOR ENTRIES

GROUP A: Business Excellence

A1. Regional & National Club/Centre of the Year

Can you demonstrate a passion for and commitment to your business, members and staff that makes you stand out from the crowd?

GROUP C: Individual Achievement

C10. Physical Activity Hero Award

Do you know a superstar individual who is able to demonstrate an awesome dedication to physical activity, as well as a tireless ability to inspire and motivate people to be more active?

C11. Outstanding Leadership Award

Do you know a high performing management team that have overcome significant challenges or changes through effective strategies, staff development and inspirational leadership?

2020 AWARD CATEGORIES NOT REOPENING

Due to the nature of these awards, we cannot fairly re-open these categories

GROUP A: Business Excellence

A2. Supplier of the Year

A3. New Concept, Build or Design of the Year

GROUP B: Specialist Impact

B4. Generation Active Award

B5. Healthy Communities Award

B6. Activation Award

B7. Marketing Campaign Award

B8. Diversity & Inclusion Award

B9. Digital Transformation Award

OUTSTANDING ORGANISATION OF THE YEAR

Entry into this category is automatic for any organisation that submits 3 or more entries into any category excluding Group C.

The winner will be the organisation that demonstrated the highest level of performance, impact and sustainability across the categories entered.

ENTRY COST

£195 + VAT for ukactive members

£295 + VAT for non-members*

*if interested in becoming a member click the button below

BECOME A UKACTIVE
MEMBER

For each paid-for entry you can submit one free entry into either the Physical Activity Hero or Outstanding Leadership award categories. Take this opportunity to recognise outstanding achievement and celebrate those who make a difference.

In order to receive this free entry please email events@ukactive.org.uk.

Payment

Payment must be made when you register, and in advance of submitting your entry/entries – either by credit card, or within 30 days of receipt of your invoice if you are a ukactive member. If payment is not received in full, entries may be disqualified and removed from the awards process. Please be sure you read through the T&C's carefully in advance of registering and paying for your entry/entries. Once payment has been made, no refunds can be given.

ENTRY AND ASSESSMENT PROCESS

STAGE 1 - ENTRY

All award categories require a written submission.

What is needed for your written submission:

1. **Your full name** – we will need the name and contact details of the person to contact throughout the awards process.
2. **Your full organisation name** - this is the name of the organisation you are nominating, please make sure to **include the specific leisure centre** you are entering as well as check the spelling as this will be used throughout the awards process.
3. **Your organisation logo** – please upload a high-resolution image of the nominated company logo (EPS or PDF – the format has to be no less than 300dpi or we will be unable to use it).
4. **Answer all questions** – make sure you take note of the word limit for each question. All information supplied within your submission will be used throughout the award process so please make sure you supply details and data you are happy to share.

For the individual award categories please supply the full name and image of the individual you are nominating. Please note we will need to receive the image in a JPEG/PNG format and has to be no less than 300dpi or we will be unable to use it. Please ensure all information in the entry is information that can be shared and used on ukactive platforms.

For category A1 (Regional & National Club/Centre of the Year) only, a unique Customer Insight survey link will be sent to the individual that completed the entry. This link is to be shared with all members of the club or centre. There is a minimum number of 50 responses needed to progress to the next stage. Full details will be shared with the entries prior to the start date.

STAGE 2 – ASSESSMENT PROCESS

Category: A1. Regional & National Club/Centre of the Year

After the survey deadline, Pro Insight will collate all the data and provide a report on the scores received from each club or centre. The highest scoring clubs or centres (up to 6 per region) will be confirmed as finalists for this category.

Categories: C10. Physical Activity Hero Award & C11. Outstanding Leadership Award

All entries will be reviewed and up to 8 finalists will be selected in each category.

2021 Categories: Delivering Business Continuity and Success During Covid19 & Developing and Supporting Communities during Covid19

After the entries deadline date, Active IQ will collate all the submission data from the online portal and complete an audit to ensure there are no conflicts of interest, a process that has been put in place should any occur. Active IQ will provide the marks and feedback to verify the finalists for each category.

ENTRY AND ASSESSMENT PROCESS

STAGE 3 – JUDGES’ HOUSE, MYSTERY SHOPS AND PUBLIC VOTES

Category: A1. Regional & National Club/Centre of the Year

Finalists within this category from each region will undertake a digital review (an assessment of your digital / online presence) and mystery shops carried out by Pro Insight. Full details of the process and requirements are shared with all shortlisted entrants prior to it commencing.

Pro Insight have confirmed plans and safety measures to ensure all mystery shops will be carried out in accordance with any regulations that are set out at the time. Once complete a report will be pulled with all the scores collected from the mystery shops and digital reviews to confirm a winner from each region.

The winners will automatically be put forward for the National Club/Centre of the Year award. The club or centre with the highest combined scores from Stage 1 and Stage 2 will be the national winner.

Categories: C10. Physical Activity Hero Award & C11. Outstanding Leadership Award

A public vote will be used to decide the winners for these categories.

The finalists in each will be put up on the ukactive website (located on the navigation bar under ‘Vote here’) and the direct link to the page sent to the individual that submitted the nomination. Full details on how to maximise your votes and the parameters on voting will be shared with all shortlisted entrants.

2021 Categories: Delivering Business Continuity and Success During Covid19 & Developing and Supporting Communities during Covid19

Two representatives from each finalist organisation are invited to present to an expert judging panel as part of the Judges’ House process. Judges’ House will either take place in a venue in London*or will be done virtually. Full details of where Judges’ House will take place and what each finalist will need to complete for their presentation will be shared with all shortlisted entrants prior to the day.

With the use of an online system implemented by Pro Insight all the scores and feedback from the judges on the day will be collated. The scores given will confirm the winners for each category.

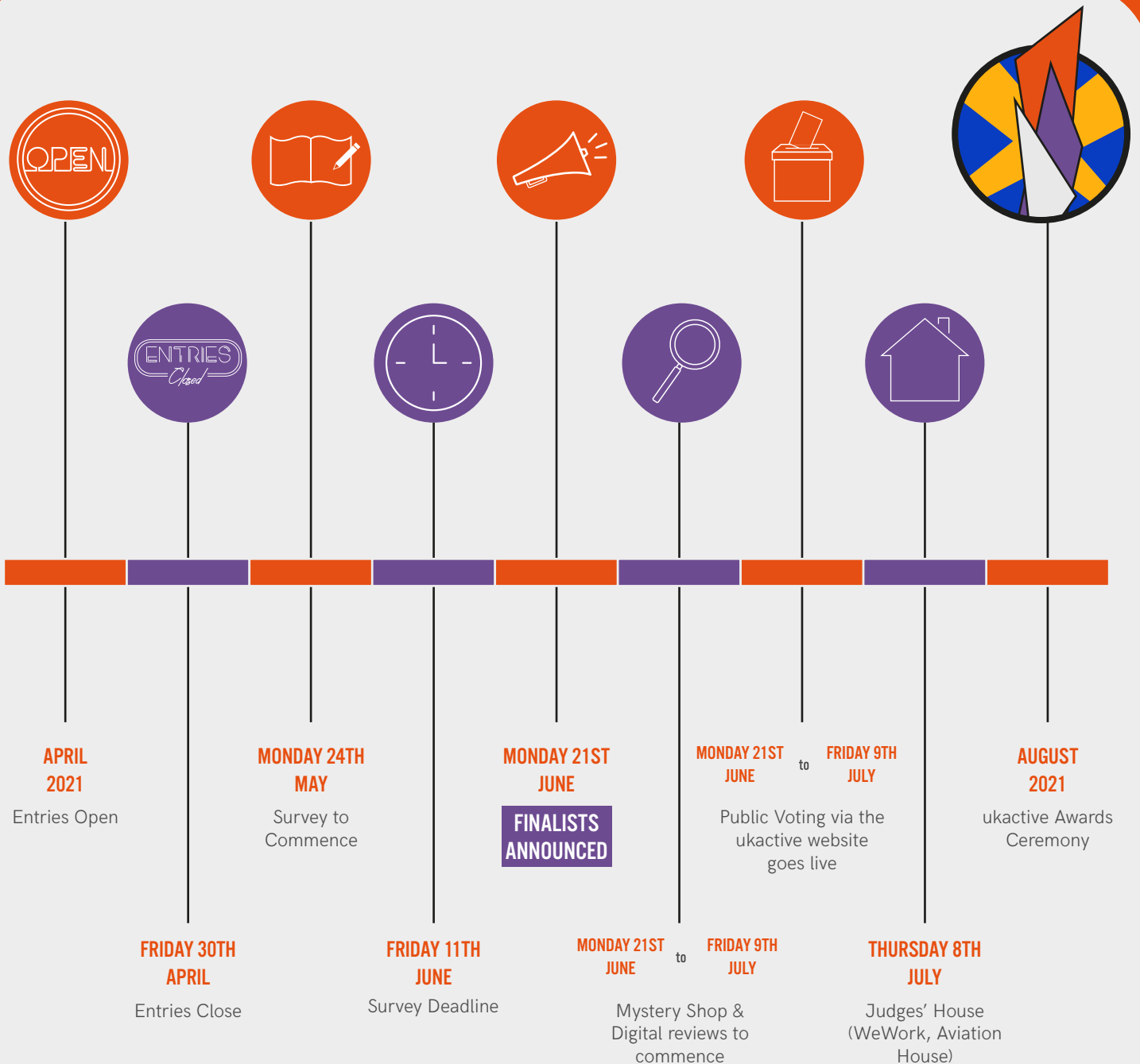
**Please note that finalists are responsible for any travel and accommodation costs incurred when attending the day.*



ukactive Awards Ceremony

All winners will be announced during the ukactive Awards ceremony. We are looking forward to getting together to celebrate the sector in 2021.

TIMELINE



**** Please note these dates are subject to change and should be used as a guideline. Any changes will be communicated via the contact email given at point of submission.**

NEW 2021 AWARD CATEGORIES

DELIVERING BUSINESS CONTINUITY AND SUCCESS DURING COVID19

Who should enter?

This category has been designed to recognise how an organisation has adjusted to the global pandemic to continue to deliver their work or deliver new products/initiatives in order to keep the nation active and supported throughout the Coronavirus pandemic. This is open to all organisations that have been able to develop innovative ways to continue to engage with their target audience, maintain a sense of community and ultimately keep the nation active - no matter the challenges they are faced with.

Assessment Process

Step 1: Written Submission



Step 2: Judges' House

What the judges are looking for?

- How did your approach change or how was it developed specific to the Coronavirus pandemic.
- Was the use of digital platforms and transformations used to aid your offering.
- How did you find out what your audience wanted and how did you reach your audience.

Hints & Tips

- Please provide tangible evidence of success in statistics, anecdotes, and facts and figures where necessary and if applicable. Evidence should be concise and stand up to scrutiny.
- Judges will be looking to reward recent success and will therefore expect to see evidence relating to achievements between January 2020 - January 2021. While the programme/project/initiative does not necessarily need to be 'new' or 'recent', make sure the successes outlined within your submission fall within these dates.

NEW 2021 AWARD CATEGORIES

DEVELOPING AND SUPPORTING COMMUNITIES DURING COVID19

Who should enter?

This category has been designed to recognise any organisation with a specific programme, project or initiative that engages, promotes and sustains physical activity in particular communities such as children, young people, and underrepresented individuals throughout the coronavirus pandemic.

This is open to entries that have a focus on engaging and inspiring children, young people and people from varied backgrounds who may be underrepresented in the sector (IE woman, BAME, people with disabilities)

Assessment Process

Step 1: Written Submission



Step 2: Judges' House

What the judges are looking for?

- How your project, programme or initiative has kept the target audience engaged during the unknown times of the pandemic.
- How your approach is innovative and how you reached your audience.
- The timeframes for implementing your project, programme or initiative and how you have measured the successes and overcome challenges.

Hints & Tips

- Please provide tangible evidence of success in statistics, anecdotes, and facts and figures where necessary and if applicable. Evidence should be concise and stand up to scrutiny.
- Judges will be looking to reward recent success and will therefore expect to see evidence relating to achievements between January 2020 - January 2021. While the programme/project/initiative does not necessarily need to be 'new' or 'recent', make sure the successes outlined within your submission fall within these dates.

GROUP A: BUSINESS EXCELLENCE

A1. REGIONAL & NATIONAL CLUB/CENTRE OF THE YEAR

Who should enter?

This category is open to any UK based club or centre that has been operating for at least 12 months by 31st December 2020.

You need not have the biggest facility, or the widest offer; this award is suitable for all types of facilities in the sector with the focus being on the degree to which they meet the needs of their customers, staff and the local community. Some example of clubs or centres are:

- Small independents
- Studios and boutiques
- Low-cost budget gyms
- Local authority/leisure trust operated centres
- Clubs that are part of a nationwide chain

Assessment Process:

Step 1: Written Submission



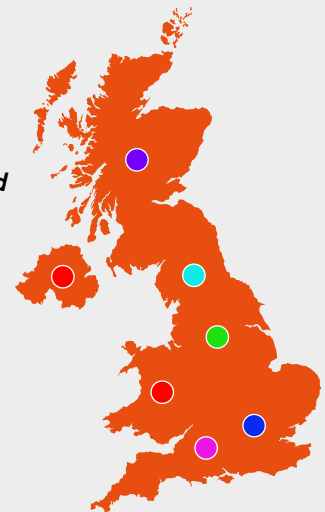
Step 1a: Customer Insight Survey



Step 2: Mystery Shops & Digital Reviews

Entry is according to the region where your club is located:

- **Scotland**
- **Wales & Northern Ireland**
- **North**
- **Midlands**
- **South**
- **London**



What the assessors are looking for?

This award is about running a great business that your customers love going to and your staff love working at - irrespective of the size of the facility, range of services on offer, or the part of the market you serve.

Hints & Tips

- Please provide tangible evidence of success in statistics, anecdotes, and facts and figures where necessary and if applicable. Evidence should be concise and stand up to scrutiny.
- The assessors will be looking to reward recent success and will therefore expect to see evidence relating to achievements between January 2020 to January 2021. While the programme/project/initiative does not necessarily need to be 'new' or 'recent', make sure the successes outlined within your submission fall within these dates. We would like to assure you that any closures or changes made due to the pandemic will not impact your entry.

GROUP C: INDIVIDUAL ACHIEVEMENT

C10. PHYSICAL ACTIVITY HERO AWARD

Who should enter?

This category is open to any individual with a story to tell that has impacted and inspired those who they engage with by proving that physical activity can have a transformational impact on health, happiness and wellbeing. We want to hear about the individuals that have used physical activity as an essential part of their life, to go that extra mile for their customers, colleagues, family, friends and communities.

We are looking for stories about:

- Volunteers
- Instructors
- Trainers
- Colleagues
- Friends

Assessment Process:

Step 1: Written Submission



Step 2: Public Vote via ukactive Awards website

What the judges are looking for?

Our judges want to hear about inspirational, go-getting individuals who change lives – what their goals are, motivations, challenges and successes. They want to see an extensive track record of showing the impact that they have achieved and who are the very embodiment of the ukactive mission.

GROUP C: INDIVIDUAL ACHIEVEMENT

C11. OUTSTANDING LEADERSHIP AWARD

Who should enter?

This award is open to any high performing management team from any type of organisation. We are looking for teams that have had a positive impact through teamwork and demonstrated how they have overcome challenges and celebrated successes through different strategies, development plans and inspirational leadership approaches. Whilst fundamentally supporting the mission of getting the nation more active.

Assessment Process:

Step 1: Written Submission



Step 2: Public Vote via ukactive Awards website

What the judges are looking for?

Judges will be particularly keen to learn how the team worked with colleagues and partners to develop the skills and competencies required to address the challenges, whilst delivering tangible strategies and goals through motivational leadership.

FAQ

I'm not sure which category to enter?

We would encourage you to read the criteria for each relevant category to see which one(s) are right for you. If you're still not sure, please feel free to call 020 8158 9700 or email the events team (events@ukactive.org) and someone will be happy to help.

I entered into the ukactive Awards 2020, what happens to my entry?

If you are a 2020 awards entrant you will hear from us to confirm if you are an awards finalist. You do not need to update your entry at this stage. We'd like to take this opportunity to assure you that all the work that has been done prior to the pandemic will still be fundamental to the latest process and awards. Any new entries into the reopening 2020 categories will be benchmarked in line with the existing process.

If you are a finalist, communications will be sent out directly to the entrant* to confirm next steps, which involves the opportunity to provide an update on your submission(s).

If you aren't a finalist you will still receive a full feedback report after the awards ceremony from the marking at stage 1 of the process.

**please email events@ukactive.org.uk if this contact needs updating.*

What categories are available to enter?

2020 Award Categories: Reopened

A1. Regional & National Club/Centre of the Year
C10. Physical Activity Hero Award
C11. Outstanding Leadership Award

2021 New Award Categories

Delivering Business Continuity and Success during Covid19
Developing and Supporting Communities during Covid19

More details about these categories, along with sample questions can be found via the 'AWARD CATEGORIES' tab on the ukactive Awards webpage.

What are the key dates?

Entries open: **Now!**

Entries deadline: **Friday 30th April**

Finalists Announced: **Week commencing 21st June**

Judges' House: **Thursday 8th July**

How much does it cost to enter?

£195 + VAT for ukactive members

£295 + VAT for non-members*

*if interested in becoming a member click [HERE](#)

BECOME A UKACTIVE
MEMBER

For each paid-for entry you can submit one free entry into either the Physical Activity Hero or Outstanding Leadership award categories. Take this opportunity to recognise outstanding achievement and celebrate those who make a difference. Please note, this will only apply to new entrants for 2021.

FAQ

In order to receive this free entry please email events@ukactive.org.uk.

Payment must be made when you register, and in advance of submitting your entry/entries – either by credit card, or within 30 days of receipt of your invoice if you are a ukactive member. If payment is not received in full, entries may be disqualified and removed from the awards process. Please be sure you read through the T&C's carefully in advance of registering and paying for your entry/entries. **Once payment has been made, no refunds can be given.**

How do I enter?

1. Visit the ukactive website and select the ukactive Awards webpage.
2. Within the navigation bar at the top of the page you can select the tab named 'ENTER AWARDS'.
3. Follow the online process to confirm the number of awards you would like to enter and then complete the payment.
4. Once the payment has been processed you will receive a confirmation email with your specific log in details and a link to access the online portal (please make sure you check your junk folder if you don't receive the confirmation email). The portal is where you will be able to submit your entry into your chosen award category(s).

Throughout the award process each stage will be judged by the independent panels from Active IQ, Pro Insight and an external panel. They will shine a light on outstanding achievement and honour the best of the best.

I've completed my registration and paid for my entry, now what?

1. Once the payment has been processed you will receive a confirmation email with your specific log in details and a link to access the online portal (please make sure you check your junk folder if you don't receive the confirmation email). The portal is where you will be able to submit your entry into your chosen award category(s).
2. Follow the link and enter your login details, this will give you access to where you will be able to choose and complete a submission form for the category(s) you would like to enter.

Make sure you claim your free entry into either Physical Activity Hero or Outstanding Leadership Award by emailing events@ukactive.org.uk. Once received you will be able to log back into your account to enter.

I haven't received my confirmation email, what shall I do?

Please check your junk mail. If you still don't have an email please contact events@ukactive.org.uk

Will I receive feedback if my entry is not shortlisted?

Yes, we will be collating all feedback from each stage and will issue feedback reports to all entries after the awards ceremony.

I have started my submission but not finished it, can I come back to it?

Absolutely. If you have started writing your submission but haven't finished it you can click the 'save' button and come back to it later on.

Make sure that once you have completed your submission you submit it before the deadline date.

Can't find what you're looking for?

Please contact the ukactive Events team on events@ukactive.org.uk with any further questions.

TERMS & CONDITIONS

These are the terms and conditions upon which each entry into the ukactive Awards 2021 shall be subject. During the application process, you will be requested to accept these terms and conditions.

All entrants shall be bound by these terms and conditions and all entries shall be considered and judged in accordance with these terms. ukactive reserves the right to amend these terms and conditions at any time, and such changes shall be deemed notified to entrants by their publication online.

1. By submitting an entry/entries, you confirm that you accept these terms and conditions and that you have the agreement of all associated parties the submission/s represents.
2. Each entry must be completed in full and received on or before the closing date of 5pm, Friday 30th April 2021. ukactive cannot guarantee that entries received after this deadline will be considered.
3. You may enter multiple categories. Each time an entry is submitted, the entry fee is payable.
4. You accept that you are liable to pay the entry fee when you register, prior to creating and completing your entry/entries.
5. Entrants may make payment of the stipulated amount by credit card, or within 30 days of receipt of the ukactive invoice if this is the chosen payment method (for ukactive members only). If payment is not received in full by the stated deadline Friday 30th April 2021 (or before depending on application timings if paying by card) or 30 days from the invoice date, entries may be disqualified and removed from the assessment/judging process.
6. Once payment has been made no refunds can be issued.
7. ukactive reserves the right to cancel the Awards at any stage. In the event of such cancellation, entry fees received will be fully refunded. For the avoidance of doubt, ukactive shall not be liable to entrants in respect of any additional costs or consequential losses incurred by entrants as a result of any such cancellation.
8. By submitting an entry you agree to participate according to the assessment and judging processes outlined.
9. Entrants must not seek to make contact with, or attempt to influence the judges in any way. If this is evident, the entrants and corresponding application will be disqualified from the process.
10. In the course of assessing an entry, the judges may request further information about the entry from the person named as the primary contact at the point of registration.
11. Upon submitting an entry/entries, entrants automatically confirm that the information supplied is truthful and accurate. If this information is subsequently found to be incorrect, the entry or entries may be disqualified and withdrawn from the awards competition. In the event of disqualification through the provision of inaccurate information or materials, the entry fee will not be refunded.
12. ukactive reserves the right to (i) disqualify entries which do not comply with these conditions, (ii) remove categories without notice and (iii) move an entry to another category without notice if we feel it would be better suited in that category.
13. Upon submitting an entry/entries, entrants automatically confirm the right for ukactive to share the information presented with third parties (external marking entities) where necessary and use some or all information through or on ukactive channels. If you do not wish for your application to be shared or used in this way please confirm this by writing to the Events Team at events@ukactive.org.uk.
14. No commercial confidences will be broken – all ukactive awards judges and third parties involved with the judging process operate on an NDA basis.
15. All decisions relating to the shortlisting and granting of awards in the course of the judging of the ukactive Awards will be final, and no correspondence or discussion will be entered into by the judges or the ukactive team in relation to these decisions.
16. Personal information relating to individuals provided by the entrant shall be stored and processed by ukactive for use solely in connection with the Awards and such information shall not be distributed to third parties, not related to the judging process, without the relevant individual's prior consent. Such information will only be disclosed to a third party with prior notice when ukactive believes such disclosure to be required by law or regulation or to be necessary to defend the rights of ukactive, the safety of the public or other entrants.
17. Should an entry progress to finalist status in any category, ukactive will pass entrants' contact details on to the awards' sponsors/partners and facilitate introductions to those sponsors/partners with all category winners. Your agreement to this was/will be sought when you register and pay for your entry/entries.
18. By entering the ukactive Awards, entrants, should they progress to finalist status, agree to participate in publicity and material resulting from the Awards if requested to do so by ukactive (in the run-up to the awards evening, on the date of the Awards Ceremony and subsequently in any publicity regarding the ukactive Awards) and ukactive reserves the right to use the details of successful entrants in any publicity or material.

TERMS & CONDITIONS

19. ukactive will work with successful entrants to develop a series of best practice case studies to be shared at future events, in varying formats, to promote and facilitate ongoing sector learning and development. Entrants' permission to take this forward will be assumed upon receipt of entry, although any confidential/sensitive information provided can be redacted on request.
20. ukactive or pre-authorised sponsors and partners may record or photograph part of, or the entire assessment process and the event, and it is possible that you will be filmed, photographed or recorded. ukactive and its partners retain the right to use any such media for promotional/PR purposes.
21. ukactive will not share any information marked 'confidential' from any entrant's application
22. Entrants will not seek to penalise, prosecute or claim compensation from the organisers, sponsors, presenters or participants for injury, loss or damage, throughout the assessment process, mystery shops or awards evening.
23. The Awards and these Terms and Conditions are governed by the laws of England and Wales and are subject to the exclusive jurisdiction of the Courts of England and Wales.

If you have any additional questions regarding the entry process, please contact the Events Team on **events@ukactive.org.uk** or call **020 8158 9700**.

CONTACT US

ukactive

The Bloomsbury Building
10 Bloomsbury Way
Holborn, London
WC1A 2SL
T 020 8158 9700
E info@ukactive.org.uk

About ukactive

ukactive is a not-for-profit body comprised of 4000+ members and partners from across the UK active lifestyle sector. Our focus is a long standing and uncompromising vision to get more people, more active, more often.

If you are interested in learning more about ukactive and the many benefits of becoming a member, please contact the membership team by calling 020 8158 9700.

If you have any questions regarding your eligibility or putting together an entry, please contact the Events Team at events@ukactive.org.uk or call 020 8158 9700.