

DIGITAL TRANSFORMATION AWARD

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:

- Describe why this approach/journey was important to your business/sector.
- What has been the biggest learning embarking on this approach/journey.

MARKING GUIDE

Max 6 marks

- Clear summary of entry that grabs the judges attention.
- Clear description of what's new, unique or innovative.

ENGAGEMENT AND RATIONALE (300 WORDS)

Outline your approach to internal discovery and your market review and selection.

Include:

- An outline of your rationale for developing / adopting these digital technologies and the challenges you aim to address.

MARKING GUIDE

Max 8 marks

- Clear description of digital technology used and addressing challenges.
- Clear alignment to the digital measures outline in the ukactive digital maturity and effectiveness consultation, and your digital strategy alignment to overall leisure strategy.

IMPLEMENTATION (300 WORDS)

What challenge(s) have you faced when implementing these digital technologies and how have these been overcome?

Include:

- What systems and processes are in place to measure your success.
- How did overcoming these challenges improve the finished product?

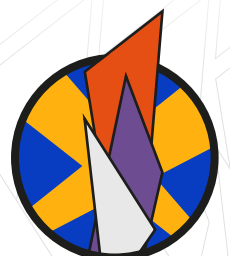
MARKING GUIDE

Max 8 marks

- Clear description of challenges, overcoming these, and measuring success.



AWARDS



DIGITAL TRANSFORMATION AWARD

IMPACT REVIEWS (300 WORDS)

How has the implementation of these approaches impacted on your challenges you sought to address.

Include:

- What data can you share to demonstrate a positive outcome and sustainable change?
- What difference to consumers lives has your digital transformation made?
- What is in place to reduce the impact of digital poverty?

MARKING GUIDE

Max 8 marks

- Clear summary of impacts on challenges, including statistical evidence and the difference made, and addressing digital poverty.

LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have to evolve and improve your digital transformation journey?

Include:

- How you will broaden its impact.
- What measurement and evaluation processes are you putting in place to demonstrate strategy development from both consumer and organisation perspective.
- What have you learnt from this project and how will it improve the next?

MARKING GUIDE

Max 6 marks

- Clear description on future plans and broader impact that are sustainable, researched and realistic.

