

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?

MARKING GUIDE

Max 6 marks

- Clear summary of entry that grabs the judges attention.
- Clear description of what's 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?
- How do you understand the needs of your community in order to deliver against these needs?

MARKING GUIDE

Max 10 marks

- Clear descriptions on engagement, promotion, and impacts on customers / members and the community.
- Clear descriptions on investment in employees and maximising your profile.

LOOKING AHEAD (300 WORDS)

Looking ahead, what informs your plans to evolve and improve your offer and broaden its impact?

MARKING GUIDE

Max 6 marks

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

