



# ENTRY GUIDE

## 2026



AWARDS

Headline  
Sponsor



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## Awards

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# WELCOME

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.

## Entry Costs

ukactive members:  
**£205 + VAT**

non-members:  
**£295 + VAT**



### Headline Sponsor



STA is proud to be supporting the ukactive Awards for the fourth year. These prestigious awards provide an important opportunity to recognise the people and organisations making a real difference across the physical activity sector, and to celebrate the passion, innovation and dedication that drives our industry forward.

I would encourage anyone with a story to share - whether it's a new initiative, a community project or a personal achievement - to consider entering. It doesn't matter how large or small your organisation may be; what matters is the impact you are making. We look forward to celebrating the incredible work taking place across the sector and wish everyone entering this year the very best of luck.

**Dave Candler - CEO, Swimming Teachers Association (STA)**

# HOW TO ENTER

## 1 Review the Details

- Review the award category criteria, entry requirements, and submission form instructions to help you decide which categories to enter in for 2026

## 2 Create an Account, Sign In, and Purchase Your Award

- Visit the ukactive Shop, create an account and/or sign in
- Select the number of award entries you wish to purchase and add them to your basket
- Follow the online process and enter your details to complete payment
- You will receive a confirmation email, and credit will be added to your account. This credit (one credit equals one award entry) allows you to submit your entry
- Please note, payment must be completed by Friday 8th May 2026

## 3 Submit Your Entry

- You will be able to access the award category submission forms, via the ukactive Shop under 'My Account' from the **20th April**
- Complete and submit your submission form(s) before the final deadline, which is **Friday 15th May**.

# AWARD CATEGORIES

## **A** Group A: Business Excellence

A1. Regional **Private** Club /  
Centre of the Year

A2. Regional **Independent**  
Club / Centre of the Year

A3. Regional **Public** Club /  
Centre of the Year

A4. Supplier of the Year

A5. Build, Design or  
Refurbishment of the Year

## **B** Group B: Specialist Impact

B6. Equality, Diversity &  
Inclusion Award

B7. Healthy Communities  
Award

B8. Transformational  
Innovation Award

B9. Marketing Campaign  
Award

B10. Workplace & Culture  
Initiative Award

B11. Education Programme  
of the Year

## **C** Group C: Individual & Team Achievements

C12. Physical Activity Hero  
Award

C13. Outstanding Individual  
Leadership Award

C14. Outstanding  
Leadership Team Award

## **D** Group D: Outstanding Honours

*\* Group D awards are not open for entry; finalists for D15-D18 are drawn from the highest-scoring winners in Groups A and B, while nominees for D19 are selected by ukactive's Governance Groups.*

D15. Outstanding Private  
Club / Centre of the Year

D16. Outstanding  
Independent Club / Centre  
of the Year

D17. Outstanding Public  
Club / Centre of the Year

D18. Outstanding  
Organisation of the Year

D19. The Jan Spaticchia  
Special Recognition Award

## Payment and submissions

This will be a two-stage process—you'll first purchase your entry via the ukactive Shop and then submit your application during the dedicated submission window. This ensures you have ample time to prepare a high-quality entry, that best represents your achievements. Please refer to the next page for more details on the timelines.

Please be sure to read through the T&Cs carefully in advance of registering and paying for your entry/entries. Once payment has been made, no refunds can be given.

## Entry Costs

ukactive members:  
**£205 + VAT**

non-members:  
**£295 + VAT**



# TIMELINE



# ENTRY AND ASSESSMENT PROCESS

## Assessment Process & What to Expect

The ukactive Awards assessment process is designed to be rigorous, transparent and rewarding. Judging is overseen by our external assessors and judging partner, Proinsight, ensuring every entry is independently evaluated. Through a strict conflict-of-interest process and impartial audit, we uphold the highest standards of fairness, transparency and integrity throughout the judging process.

### Stage 1: Prepare Your Written Submission

All award categories (except those listed under Group D) require a written submission, which forms the foundation of your application. For detailed guidance on the submission questions and scoring, download the **Submission Form Questions and Marking Criteria PDF** from the ukactive Awards website to help you prepare your entry.

**Focus on Outcomes:** Don't just describe what you do—show results. Use tangible data, testimonials, and clear “before and after” examples.

**Be Evidence-Led:** Our judges look for proof. Make sure every claim is backed by facts and figures to strengthen your credibility.

**Maximise Your Entry:** Review the **Submission Form Questions and Marking Criteria PDF** and utilise the entry period to work on your written submission. Use the supporting materials found on our website, stay within the word limits, and clearly highlight the unique impact of your entry.

**Club/Centre Award Categories (A1–A3):** As part of the Stage 1 assessment process, and in addition to your written submission, a Customer Insight Survey will be conducted. This data is a core part of your initial entry and provides a unique benchmarking report across many areas of your facility. This survey is set up and managed by Proinsight, with further details to be shared by ukactive once entries have closed. You will share the survey link with your club/centre members for them to complete when the survey opens.

# ENTRY AND ASSESSMENT PROCESS

## Stage 2: What Happens Next

Once the Stage 1 judging has been completed, the highest-scoring entries in each category will be identified. The top eight entries from each category will progress to Stage 2 and be announced as finalists.

### **Mystery Shop & Digital Review**

Finalists in the A1- A3 Club/Centre of the Year award categories will be evaluated through mystery shops and digital audits, carried out over a five-week period from 27th July to the 28th August.

### **Virtual Judges' House**

Finalists in award categories A4 - B11 will have the opportunity to present their entries to a panel of judges for a deeper review of their submission. Confirmed dates for each category will be provided once entries close, but the process will take place between the 12th and 21st August.

### **Industry Vote**

Members of the ukactive community will help decide the winners for award categories C12-C14. Guidance and terms will be provided to shortlisted entrants. Each organisation has one vote. Multiple members can vote, and the organisation's final vote is based on the majority of those votes.



# GROUP A: BUSINESS EXCELLENCE

## A1. Regional Private Club/Centre of the Year

### Who should enter?

Exclusively for privately owned and operated clubs or centres in the UK physical activity sector, operating for at least 12 months as of 31 December 2025.

This award recognises excellence across all areas of operation, with particular focus on facility quality and the overall experience provided to customers.

### Key criteria:

1. Outstanding member experience
2. Excellence in customer service and staff engagement
3. Contribution to health, fitness, and wellbeing
4. Innovation and leadership within the sector

### Judge's Assessment:

1. Physical environment
2. Standard of facilities
3. Staff professionalism and engagement
4. Quality of customer service

### Process:

1. Written submission (via ukactive Awards website)
  - 1a. Customer Insight Survey (via external evaluators)
2. Mystery Shops & Digital Review

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

1. Scotland
2. Northern Ireland & Wales
3. London
4. North of England
5. East Anglia & Midlands
6. South of England



### If you are a winner:

All regional winners will automatically become finalists for the Outstanding Private Club/Centre of the Year.

Top-scoring centres in each region will be shortlisted, with one regional winner selected based on combined assessment scores.

Winners will be announced at the ukactive Awards Ceremony, October 2026.

**Please note:** if insufficient entries are received in a regional category, eligible entries will automatically be considered for the Outstanding Private Club/Centre of the Year Award. In this case, entries will be assessed collectively rather than against specific regions.

# GROUP A: BUSINESS EXCELLENCE

## A2. Regional Independent Club/Centre of the Year

### Who should enter?

Exclusively for independently owned and operated clubs or centres in the UK physical activity sector, operating for at least 12 months as of 31 December 2025.

This category celebrates operational excellence, from facility standards to the overall customer experience.

### Key criteria:

1. Outstanding member experience
2. Excellence in customer service and staff engagement
3. Contribution to health, fitness, and wellbeing
4. Innovation and leadership within the sector
5. What makes your facility stand out from others?

### Judge's Assessment:

1. The physical environment
2. Quality of the facilities
3. Staff professionalism and engagement
4. Quality of customer service

### Process:

1. Written submission (via ukactive Awards website)
- 1a. Customer Insight Survey (via external evaluators)
2. Mystery Shops & Digital Review

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

1. Scotland
2. Northern Ireland & Wales
3. London
4. North of England
5. East Anglia & Midlands
6. South of England



### If you are a winner:

All regional winners will automatically become finalists for the Outstanding Independent Club/Centre of the Year.

Top-scoring centres in each region will be shortlisted, with one regional winner selected based on combined assessment scores.

Winners will be announced at the ukactive Awards Ceremony, October 2026.

**Please note:** if insufficient entries are received in a regional category, eligible entries will automatically be considered for the Outstanding Independent Club/Centre of the Year Award. In this case, entries will be assessed collectively rather than against specific regions.

# GROUP A: BUSINESS EXCELLENCE

## A3. Regional Public Club/Centre of the Year

### Who should enter?

Exclusively for public leisure operators in the UK physical activity sector, operating for at least 12 months as of 31 December 2025.

This award honours public facilities that provide exceptional service and member experience across all operational areas.

### Key criteria:

1. Outstanding member experience
2. Excellence in customer service and staff engagement
3. Contribution to health, fitness, and wellbeing
4. Innovation and leadership within the sector

### Judge's Assessment:

1. Physical environment
2. Standard of facilities
3. Staff professionalism and engagement
4. Quality of customer service

### Process:

1. Written submission (via ukactive Awards website)
- 1a. Customer Insight Survey (via external evaluators)
2. Mystery Shops & Digital Review

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

1. Scotland
2. Northern Ireland & Wales
3. London
4. North of England
5. East Anglia & Midlands
6. South of England



### If you are a winner:

All regional winners will automatically become finalists for the Outstanding Public Club/Centre of the Year.

Top-scoring centres in each region will be shortlisted, with one regional winner selected based on combined assessment scores.

Winners will be announced at the ukactive Awards Ceremony, October 2026.

**Please note:** if insufficient entries are received in a regional category, eligible entries will automatically be considered for the Outstanding Public Club/Centre of the Year Award. In this case, entries will be assessed collectively rather than against specific regions.

# GROUP A: BUSINESS EXCELLENCE

## A4. Supplier of the Year

### Who should enter?

This category is open to any organisation providing a product or service in the fitness, wellbeing and physical activity sector to support organisations delivering frontline services. You must be supplying your product or service to the sector for at least 12 months by 31st December 2025.

There are a vast number of vital products and services provided to the sector in areas such as:

- 📌 Fitness Equipment
- 📌 Club Management
- 📌 Technology Providers (business and fitness technology)
- 📌 Learning & Development
- 📌 Professional & Platform Business Services
- 📌 Apparel
- 📌 Inclusion & Disability
- 📌 Team recruitment/learning and development / team retention

### Key criteria:

Judges will be looking to reward recent success and will therefore expect to see evidence relating to achievements between January 2025 and end of January 2026. 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.

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.

### What the Judges are looking for:

This award recognises outstanding suppliers who go the extra mile for their customers. It isn't about what you do but how well you do it. Judges want to see examples of excellence in service, innovation, customer care, and your overall impact on those you support.

- 📌 **Product or Service Excellence:** High-quality, reliable, and innovative solutions that address a clear need in the sector.
- 📌 **Customer Centric Approach:** Evidence that customer needs drive your decisions and delivery.
- 📌 **Impact & Results:** Demonstrable outcomes and case studies showing a positive impact on organisations.
- 📌 **Innovation & Responsiveness:** Creative approaches that improve user experience and the ability to handle challenges swiftly and effectively.

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP A: BUSINESS EXCELLENCE

## A5. Build, Design or Refurbishment of the Year

### Who should enter?

This category is open to anyone or any organisation taking the lead in the re-imagining, re-energising or re-designing process. Delivering and activating compelling environments and/or spaces that serve to inspire more people to be more active, more often.

You need not have been operating for a 12-month period or even be permanent in nature – but we do need to see evidence of successful and trailblazing implementation/delivery.

This is about innovative and new approaches that push the boundaries.

We are looking for organisations and individuals such as:

- ‡ Architects
- ‡ Designers
- ‡ Builders
- ‡ Owners

### Key criteria:

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 2025 and end of January 2026. 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.

### What the Judges are looking for:

This award recognises game-changing projects that go beyond the ordinary - those that combine vision, creativity, and execution to deliver spaces that transform how people move, engage, and connect.

Judges will assess how your design:

- ‡ Inspires physical activity
- ‡ Breaks new ground in innovation or design thinking
- ‡ Meets user needs and improves experience
- ‡ Demonstrates exceptional delivery and impact

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

## B6. Equality, Diversity & Inclusion Award

### Who should enter?

This award has been designed to recognise any organisation (or individual) that has demonstrated commitment to the promotion of equality, diversity and inclusion. This could be a programme, project, initiative, individual or team that embodies the very best of equality, inclusion and diversity by focusing on engaging or supporting those who are underrepresented in the sector.

Nominations are open to entries that excel in their commitment to equality, diversity and inclusion, and can demonstrate how they welcome, celebrate and support their customers/colleagues, and/or promotes and sustains physical activity in children and young people.

### Key Criteria:

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 2025 and end of January 2026. 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.

### What the Judges are looking for:

- ⌘ What difference/impact you have had on your target group?
- ⌘ How have you supported staff and/or customers and adjusted or made proactive efforts to engage and welcome them?
- ⌘ Have you been innovative to progress the sector in this area?
- ⌘ How do you keep participants engaged in a changing society?
- ⌘ Has your programme, project or initiative evolved or adapted since launching?

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

## B7. Healthy Communities Award

### Who should enter?

This category is open to any organisation leading or delivering a physical activity or wellbeing-focused programme, product, or initiative aimed at the wider community to encourage increased activity and participation. Eligible programmes must have been operating for at least 12 months by 31st December 2025.

It doesn't matter how big or small your effort may be, what we are looking for is tangible and measurable outcomes, and widespread backing from your beneficiaries and/or local stakeholders.

### Key Criteria:

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 2025 and end of January 2026. 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.

### What the Judges are looking for:

This award celebrates initiatives that inspire the wider community to make physical activity and wellbeing part of everyday life.

Judges are looking for entries that show meaningful community engagement, clear responsiveness to local needs, and how you've shaped your initiative to deliver significant results.

They want to see how you have:

- ✦ Tailored your approach to community needs
- ✦ Encouraged sustainable behaviour change
- ✦ Shown creativity or innovation
- ✦ Collaborated effectively with partners or stakeholders
- ✦ Delivered clear outcomes backed by evidence

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

## B8. Transformational Innovation Award

### Who should enter?

This category is open to any organisation that has delivered a current concept, campaign, programme, project, or initiative (or has been running one within the last 12 months) that demonstrates innovation in how physical activity is enabled, delivered, and/or promoted.

The innovation may include new or improved ways of delivering services, partnerships, programmes, campaigns, or the effective use of insight, data, technology, or digital tools to enhance impact, inclusion, participation, or experience.

Initiatives should show how they have inspired and encouraged people to be more active in any setting, including:

- 📌 At home
- 📌 In the workplace
- 📌 In leisure or fitness settings
- 📌 In the community or outdoors

Organisations at any stage of their innovation or transformation journey are encouraged to enter, provided clear impact to date and learning can be demonstrated as part of the submission.

### Key Criteria:

Judges are looking for clear evidence that the initiative has positively influenced engagement, participation, and physical activity. Please provide concise, relevant evidence of success, including statistics, insights, anecdotes, or facts, that stands up to scrutiny.

Judges will reward recent success and therefore expect evidence relating to achievements between January 2025 and January 2026. While the initiative does not need to be new, the outcomes presented must fall within this timeframe.

### What the Judges are looking for:

Judges will assess whether your initiative has moved beyond conventional approaches to deliver meaningful innovation and encourage more people to be physically active.

They will consider how effectively your organisation:

- 📌 Inspired and engaged people to be more active
- 📌 Used insight, learning, or innovation to enhance engagement or participation
- 📌 Implemented the initiative effectively, including stakeholder engagement and communication
- 📌 Demonstrated measurable impact and outcomes
- 📌 Showcased what makes the initiative genuinely innovative

Where digital tools or platforms have been used, judges will consider how they enabled or strengthened innovation, rather than digital delivery alone.

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

## B9. Marketing Campaign Award

### Who should enter?

This category is open to any organisation that has delivered an advertising or wider marketing campaign over the last 12 months which has been creative, innovative, impactful and helped raise the profile or change the perception of physical activity and its importance, whilst meeting the wider campaign objectives to your business.

### Key Criteria:

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 2025 and end of January 2026. 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.

### What the Judges are looking for:

The judges will be looking to see if you have successfully delivered an innovative marketing campaign to highlight the role of physical activity, which in turn has helped deliver your business objectives and what the campaign set out to highlight.

Key areas they will be looking at are:

- ⌘ That there is a key and clear link to physical activity and a specific outcome.
- ⌘ What reach your marketing campaign had, its overall aim and the channels you chose to engage with your audience?
- ⌘ What impact the marketing campaign has had on your business and audience?
- ⌘ What are you doing to evolve your marketing campaign in the future and why was the campaign innovative?

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

**NEW AWARD!**

## B10. Workplace & Culture Initiative Award

### Who should enter?

This category is open to any organisation that has delivered an internal workforce initiative designed to support, engage, or improve the wellbeing, activity levels, or engagement of its employees.

Entries should focus on initiatives delivered for employees, demonstrating how organisations have invested in their workforce to create healthier, more active, more engaged, and more resilient teams.

Initiatives may be organisation-wide or team-based and may focus on wellbeing, engagement, inclusion, culture, and/or ways of working.

**Please note:** This category is not intended to recognise culture measurement or employee engagement surveys alone. Entries must demonstrate a clearly defined initiative that has been actively implemented and delivered.

### Key Criteria:

Judges are looking for clear evidence that a defined initiative has been successfully implemented and has positively impacted employees, contributing to a healthier, more engaged, and/or more active workforce.

Initiatives must have been introduced and actively running for at least 12 months.

### What the Judges are looking for:

Judges will assess how effectively internal workforce initiatives have been designed, delivered, and embedded to support employee wellbeing, engagement, and physical activity.

They will consider how well the initiative:

- Clearly defined its objectives and intended outcomes
- Engaged employees across roles, locations (if relevant), and demographics
- Responded to workforce needs through thoughtful design and delivery
- Demonstrably improved wellbeing, activity levels, engagement, or workplace culture
- Measured impact and applied learning to inform continuous improvement
- Demonstrated commitment, creativity, or leadership in supporting employees

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP B: SPECIALIST IMPACT

## B11. Education Programme of the Year

### Who should enter?

This award aims to shine a light on an organisation/programme that provides excellent inclusive delivery, demonstrates the development of innovative resources and assessments enabling learners or employees to display high quality skills.

The award looks to recognise and reflect all-encompassing training and resources. Entrants into this award can include individual bespoke initiatives that have seen success by the clients/customer, this could also include apprenticeships and on-programme delivery.

### Key Criteria:

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 2025 and end of January 2026. 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.

### What the Judges are looking for:

The judges want to hear how learners or employees have successfully gained high quality skills that are recognised and valued by employers or clients.

This includes demonstrating that your programme has:

- ‡ Equipped individuals with relevant, up-to-date skills that align with industry needs
- ‡ Received positive feedback or testimonials from clients, learners, or employers evidencing the value and effectiveness of the training

### Process

Step One:  
**Written Submission**

Step Two:  
**Judges' House**

# GROUP C: INDIVIDUAL & TEAM ACHIEVEMENTS

## C12. 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

### 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.

### Entering Group A or B? Don't Miss Your Free Entry

If your organisation submits a paid entry in Group A or B, you're entitled to **one complimentary entry** into the *Physical Activity Hero Award*.

To redeem your free entry, please email [events@ukactive.org.uk](mailto:events@ukactive.org.uk)

### Process

Step One:  
**Written Submission**

Step Two:  
**Industry Vote**

# GROUP C: INDIVIDUAL & TEAM ACHIEVEMENTS

## C13. Outstanding Individual Leadership Award

### Who should enter?

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

### What the Judges are looking for:

Judges will be particularly keen to learn how your nominated individual 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.

### Process

Step One:  
**Written Submission**

Step Two:  
**Industry Vote**

# GROUP C: INDIVIDUAL & TEAM ACHIEVEMENTS

## C14. Outstanding Leadership Team Award

### Who should enter?

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

### What the Judges are looking for:

Judges will be particularly keen to learn how your nominated leadership team have 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.

### Process

Step One:  
**Written Submission**

Step Two:  
**Industry Vote**

# GROUP D: OUTSTANDING HONOURS

## D15. Outstanding Private Club/Centre of the Year

This prestigious award celebrates the best Private Leisure Centres nationwide, recognising regional winners from across the UK. The winner will be the club or centre with the highest combined score across Stage 1 and Stage 2.

Entry is automatic, as all private regional award winners are considered, with the aim to highlight operators demonstrating exceptional service, innovation, and impact on the health and fitness sector at a national level.

## D16 - Outstanding Independent Club/Centre of the Year

This prestigious award celebrates the best Independent Leisure Centres nationwide, recognising regional winners from across the UK. The winner will be the club or centre with the highest combined score across Stage 1 and Stage 2.

Entry is automatic, as all independent regional award winners are considered. This award highlights operators demonstrating exceptional service, innovation, and impact on the health and fitness sector at a national level.

## D17 - Outstanding Public Club/Centre of the Year

This prestigious award celebrates the best Public Leisure Centres nationwide, recognising regional winners from across the UK. The winner will be the club or centre with the highest combined score across Stage 1 and Stage 2.

Entry is automatic, as all public regional award winners are considered. This award highlights operators demonstrating exceptional service, innovation, and impact on the health and fitness sector at a national level.

### Process

#### Step 1: Regional Winners

All regional winners from the **Independent, Private and Public Club/Centre of the Year Awards** will automatically be put forward for consideration for the corresponding overall awards listed on this page.

#### Step 2: Final Review and Confirmation

Proinsight will review and validate the combined scores and supporting data from the written submission, customer insight survey, and mystery shop stages to confirm the overall winners for each award. Winners will be determined by the highest aggregated score across these components.

# GROUP D: OUTSTANDING HONOURS

## D18. Outstanding Organisation of the Year

This prestigious accolade recognises the organisation that has demonstrated exceptional achievement, sustained impact, and a commitment to excellence across all stages of the ukactive Awards assessment process.

### Process:

All winners from **categories A4 to B11** will be automatically considered, with the overall winner selected based on the highest levels of performance, impact, and sustainability throughout the programme.

## D19. The Jan Spaticchia Special Recognition Award

This award is not open for public nominations or submissions, as nominees will be put forward by ukactive's Governance Group.

The purpose of this award is about recognising someone's outstanding contribution to the physical activity sector. Created in memory of Jan Spaticchia, this award honours an individual who has made an outstanding and lasting contribution to the physical activity sector. Jan was a great pioneer and innovator, and respected business leader who prided himself on the commitment of his teams to serve their communities. Jan also led the foundation of National Fitness Day at the énergie Group in 2010, before gifting the campaign to ukactive in 2014, to grow its reach for the whole sector. All these qualities are what this award aims to shine a light on and acknowledge.

### Process

Step One:  
ukactive's Governance Group  
to select the nominees

Step Two:  
Written Submission from the  
ukactive Governance Group

Step Three:  
Nominees to be judged and  
reviewed by ukactive's People  
Board

# FAQ

## I'm not sure which category to enter?

We would encourage you to firstly read the criteria for each category, if you're still not sure, please feel free to reach out to our Membership Experience team at [membership@ukactive.org.uk](mailto:membership@ukactive.org.uk) and someone will be happy to help.

## What are the key dates?

Awards Open for Payment - **W/C 30th March**

Deadline to Purchase Award Entries - **Friday 8th May**

Written Submission Forms Open - **20th April**

Written Submission Deadline - **Friday 15th May**

Finalists Announced - **W/C 20th July**

Virtual Judges' House - **12th August - 21st August**

ukactive Awards Ceremony - **Thursday 8th October**

## How much does it cost to enter?

**£205 + VAT for ukactive members**

**£295 + VAT for non-members**

# TERMS AND CONDITIONS

Each entry to the ukactive Awards 2026 shall be subject to 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 15th May 2026. ukactive cannot guarantee that entries received after this deadline will be considered.
3. You may enter multiple categories. The entry fee is payable for each entry you make.
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 can pay the entry fee by credit card, or within 30 days of receipt of the ukactive invoice (for ukactive members only). If payment is not received in full by the stated deadline of Friday 8th May 2026, you will not be able to progress and/or submit your entry / entries via the ukactive Shop.
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. In the event that a regional category within the Club Centre of the Year award does not receive a sufficient volume of qualifying entries, ukactive reserves the right to consolidate regions or amend category groupings as necessary to maintain the integrity and value of the award.
13. 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.
14. 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](mailto:events@ukactive.org.uk).

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15. No commercial confidences will be broken – all ukactive awards judges and third parties involved with the judging are subject to Non-Disclosure Agreements.
16. All decisions relating to the shortlisting and granting of awards during 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.
17. 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.
18. 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.
19. By entering the ukactive Awards, entrants 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.
20. 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.
21. ukactive or pre-authorized 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.
22. ukactive will not share any information marked 'confidential' from any entrant's application
23. 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.
24. 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.