



SUBMISSION FORM QUESTIONS



AWARDS

Headline
Sponsor



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IMPORTANT SUBMISSION FORM INFORMATION

The online submission form includes fields for all required information and will guide you through each step.

To help you prepare your entry efficiently, please gather the following materials in advance:

📁 Organisation logo

High-resolution versions are required (ideally **vector format such as EPS or AI**, or a **high-quality PNG**). This is the logo that will be used in event materials and on the awards night should your entry be successful.

For **individual or team award categories**, please provide a **high-quality headshot** of your nominee or team, which will also be used on the night if your entry is successful.

📁 Key contact details

📁 Organisation name

Please provide the exact name as you would like it displayed should your entry progress to the finalist stage and be used on the awards night.

📁 For **Club/Centre Award entries**, please also include:

The specific name of the club/centre site being entered

The full address of the club/centre (not head office, as this address will be used for the mystery shop stage if your entry is successful).

GROUP A: BUSINESS EXCELLENCE

A1. Regional Private Club/Centre of the Year

Profile (150 Words)*

Should this entry progress to finalist status, the copy you provide may be used as part of ukactive's PR campaign to promote the awards and your achievements.

Use this space to provide a brief overview of your club/centre, the market you serve, and key areas of your successful entry. Please also include your social media handles (X, Facebook, Instagram, LinkedIn, etc.).

*Please note: This section is for context only and will not be scored. Avoid sharing any confidential or commercially sensitive information.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

In this section, summarise your club/centre and clearly explain why you believe you deserve to win this award.

Include:

- 📌 **Why you believe your facility deserves to win this award.** Highlight the key strengths or achievements that set your club/centre apart.
- 📌 **What you are bringing to the table that is new, unique, or innovative.** This could include new ideas, creative initiatives, or distinctive ways you engage members, staff, or the wider community.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks:** A clear and compelling summary of your club/centre, highlighting key strengths and achievements that set your club/centre apart.

- 📌 **Up to 2 marks:** A clear description of what is new, unique, or innovative about your approach.
- 📌 **Up to 2 marks:** How effectively the pitch grabs the judges' attention and highlights the impact of the club/centre.

Outline (450 Words)

What makes your club/centre the 'go-to' facility in your region?

Include:

- 📌 **Profile and engagement:** How you raise your profile and actively engage members or customers to create a vibrant, inclusive environment.
- 📌 **Community impact:** How you promote fitness, champion physical activity, and extend your reach to make meaningful difference in your local community.
- 📌 **Employee investment:** How you support your staff through professional development, health, and wellbeing initiatives, fostering a motivated and skilled team.
- 📌 **Community needs:** How you gather insights about your community and use this knowledge to shape programs, services, and initiatives that meet local needs.

Marking Guide

Max 10 marks

- 📌 **Up to 3 marks:** For clearly articulating your club/centre's profile and engagement, including how you raise your profile and actively involve members/customers.
- 📌 **Up to 3 marks:** For providing evidence of positive community impact and reach.
- 📌 **Up to 2 marks:** For clearly showing how you support your staff, including professional development, wellbeing initiatives, training, or other ways you foster a motivated and skilled team.
- 📌 **Up to 2 marks:** For clearly showing your understanding of community needs and how you use insights or feedback to shape programmes, services, or initiatives.

GROUP A: BUSINESS EXCELLENCE

Looking Ahead (300 Words)

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

In this section, tell us about your **future plans** for your club/centre and how you aim to continue delivering value for members, staff, and the wider community. You might consider:

- 📌 How you plan to develop or enhance programmes, services, or initiatives.
- 📌 How you aim to reach more people or extend your impact in meaningful and inclusive ways.
- 📌 How you will ensure your plans are realistic, achievable, and sustainable over the long term.
- 📌 Any insights, feedback, or experience from your current work that inform these plans.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks:** For clearly describing future plans, showing a realistic and achievable approach to evolving your club/centre's offer.
- 📌 **Up to 2 marks:** For demonstrating how these plans will broaden impact for members, staff, or the wider community.
- 📌 **Up to 2 marks:** For showing that future plans are sustainable, informed by research or insights, and have long-term potential.

GROUP A: BUSINESS EXCELLENCE

A2. Regional Independent Club/Centre of the Year

Profile (150 Words)*

Should this entry progress to finalist status, the copy you provide may be used as part of ukactive's PR campaign to promote the awards and your achievements.

Use this space to provide a brief overview of your club/centre, the market you serve, and key areas of your successful entry. Please also include your social media handles (X, Facebook, Instagram, LinkedIn, etc.).

*Please note: This section is for context only and will not be scored. Avoid sharing any confidential or commercially sensitive information.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

In this section, summarise your club/centre and clearly explain why you believe you deserve to win this award.

Include:

- 📌 **Why you believe your facility deserves to win this award.** Highlight the key strengths or achievements that set your club/centre apart.
- 📌 **What you are bringing to the table that is new, unique, or innovative.** This could include new ideas, creative initiatives, or distinctive ways you engage members, staff, or the wider community.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks:** A clear and compelling summary of your club/centre, highlighting key strengths and achievements that set your club/centre apart.

- 📌 **Up to 2 marks:** A clear description of what is new, unique, or innovative about your approach.
- 📌 **Up to 2 marks:** How effectively the pitch grabs the judges' attention and highlights the impact of the club/centre.

Outline (450 Words)

What makes your club/centre the 'go-to' facility in your region?

Include:

- 📌 **Profile and engagement:** How you raise your profile and actively engage members or customers to create a vibrant, inclusive environment.
- 📌 **Community impact:** How you promote fitness, champion physical activity, and extend your reach to make meaningful difference in your local community.
- 📌 **Employee investment:** How you support your staff through professional development, health, and wellbeing initiatives, fostering a motivated and skilled team.
- 📌 **Community needs:** How you gather insights about your community and use this knowledge to shape programs, services, and initiatives that meet local needs.

Marking Guide

Max 10 marks

- 📌 **Up to 3 marks:** For clearly articulating your club/centre's profile and engagement, including how you raise your profile and actively involve members/customers
- 📌 **Up to 3 marks:** For providing evidence of positive community impact and reach
- 📌 **Up to 2 marks:** For clearly showing how you support your staff, including professional development, wellbeing initiatives, training, or other ways you foster a motivated and skilled team.
- 📌 **Up to 2 marks:** For clearly showing your understanding of community needs and how you use insights or feedback to shape programmes, services, or initiatives.

GROUP A: BUSINESS EXCELLENCE

Looking Ahead (300 Words)

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

In this section, tell us about your **future plans** for your club/centre and how you aim to continue delivering value for members, staff, and the wider community. You might consider:

- ❖ How you plan to develop or enhance programmes, services, or initiatives.
- ❖ How you aim to reach more people or extend your impact in meaningful and inclusive ways.
- ❖ How you will ensure your plans are realistic, achievable, and sustainable over the long term.
- ❖ Any insights, feedback, or experience from your current work that inform these plans.

Marking Guide

Max 6 marks

- ❖ **Up to 2 marks:** For clearly describing future plans, showing a realistic and achievable approach to evolving your club/centre's offer.
- ❖ **Up to 2 marks:** For demonstrating how these plans will broaden impact for members, staff, or the wider community.
- ❖ **Up to 2 marks:** For showing that future plans are sustainable, informed by research or insights, and have long-term potential.

GROUP A: BUSINESS EXCELLENCE

A3. Regional Public Club/Centre of the Year

Profile (150 Words)*

Should this entry progress to finalist status, the copy you provide may be used as part of ukactive's PR campaign to promote the awards and your achievements.

Use this space to provide a brief overview of your club/centre, the market you serve, and key areas of your successful entry. Please also include your social media handles (X, Facebook, Instagram, LinkedIn, etc.).

*Please note: This section is for context only and will not be scored. Avoid sharing any confidential or commercially sensitive information.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

In this section, summarise your club/centre and clearly explain why you believe you deserve to win this award.

Include:

- ‡ **Why you believe your facility deserves to win this award.** Highlight the key strengths or achievements that set your club/centre apart.
- ‡ **What you are bringing to the table that is new, unique, or innovative.** This could include new ideas, creative initiatives, or distinctive ways you engage members, staff, or the wider community.

Marking Guide

Max 6 marks

- ‡ **Up to 2 marks:** A clear and compelling summary of your club/centre, highlighting key strengths and achievements that set your club/centre apart.

- ‡ **Up to 2 marks:** A clear description of what is new, unique, or innovative about your approach.
- ‡ **Up to 2 marks:** How effectively the pitch grabs the judges' attention and highlights the impact of the club/centre.

Outline (450 Words)

What makes your club/centre the 'go-to' facility in your region?

Include:

- ‡ **Profile and engagement:** How you raise your profile and actively engage members or customers to create a vibrant, inclusive environment.
- ‡ **Community impact:** How you promote fitness, champion physical activity, and extend your reach to make meaningful difference in your local community.
- ‡ **Employee investment:** How you support your staff through professional development, health, and wellbeing initiatives, fostering a motivated and skilled team.
- ‡ **Community needs:** How you gather insights about your community and use this knowledge to shape programs, services, and initiatives that meet local needs.

Marking Guide

Max 10 marks

- ‡ **Up to 3 marks:** For clearly articulating your club/centre's profile and engagement, including how you raise your profile and actively involve members/customers.
- ‡ **Up to 3 marks:** For providing evidence of positive community impact and reach.
- ‡ **Up to 2 marks:** For clearly showing how you support your staff, including professional development, wellbeing initiatives, training, or other ways you foster a motivated and skilled team.
- ‡ **Up to 2 marks:** For clearly showing your understanding of community needs and how you use insights or feedback to shape programmes, services, or initiatives.

GROUP A: BUSINESS EXCELLENCE

Looking Ahead (300 Words)

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

In this section, tell us about your **future plans** for your club/centre and how you aim to continue delivering value for members, staff, and the wider community. You might consider:

- ❖ How you plan to develop or enhance programmes, services, or initiatives.
- ❖ How you aim to reach more people or extend your impact in meaningful and inclusive ways.
- ❖ How you will ensure your plans are realistic, achievable, and sustainable over the long term.
- ❖ Any insights, feedback, or experience from your current work that inform these plans.

Marking Guide

Max 6 marks

- ❖ **Up to 2 marks:** For clearly describing future plans, showing a realistic and achievable approach to evolving your club/centre's offer.
- ❖ **Up to 2 marks:** For demonstrating how these plans will broaden impact for members, staff, or the wider community.
- ❖ **Up to 2 marks:** For showing that future plans are sustainable, informed by research or insights, and have long-term potential.

GROUP A: BUSINESS EXCELLENCE

A4. Supplier of the Year

Profile (150 words)*

Should this entry progress to finalist status, the copy you provide may be used as part of ukactive's PR campaign to promote the awards and your achievements.

Use this space to provide a brief overview of your organisation, the market you serve, and key areas of your successful entry. Please also include your social media handles (X, Facebook, Instagram, LinkedIn, etc.).

*Please note: This section is for context only and will not be scored. Avoid sharing any confidential or commercially sensitive information.

Elevator Pitch (250 words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 words)

How do you engage with your customers, understand their needs and ensure outstanding service?

Consider:

- 📌 How you engage with customers.
- 📌 How you identify and respond to customer needs.
- 📌 How you strive to exceed expectations.
- 📌 How you measure and demonstrate success.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for clearly describing how you engage with your customers.
- 📌 **Up to 2 marks** for demonstrating understanding of customer needs and delivery of outstanding service.
- 📌 **Up to 2 marks** for showing how you strive to exceed expectations.
- 📌 **Up to 2 marks** for providing evidence of success.

Implementation (300 words)

How do you support your clients to help promote ukactive's mission to get more people, more active, more often?

Include a case study demonstrating how your service has increased participation.

Marking Guide

Max 8 marks

- 📌 **Up to 6 marks** for explaining how you get more people involved, encourage them to be active, and encourage them to be active more often.
- 📌 **Up to 2 marks** for providing evidence of successful implementation through a case study.

GROUP A: BUSINESS EXCELLENCE

Impact Reviews (300 words)

What has been your impact on the wider industry you serve?

Marking Guide

Max 8 marks

- 📌 **Up to 4 marks** for providing a summary of the impact on the wider industry you serve (anecdotal).
- 📌 **Up to 2 marks** for providing statistical evidence to back up the summary.
- 📌 **Up to 2 marks** for providing testimonials or examples of the impact.

Looking Ahead (300 words)

Looking ahead, what plans do you have to evolve and improve your offer?

Include:

- 📌 How you will broaden its impact.
- 📌 How you will future proof them to ensure long-term growth and success.
- 📌 How you have identified and researched this need.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for describing your future plans.
- 📌 **Up to 2 marks** for describing the potential broader impact.
- 📌 **Up to 2 marks** for explaining how your plans are sustainable, realistic and evidence based.

GROUP A: BUSINESS EXCELLENCE

A5. Build, Design or Refurbishment 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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

Include:

- ‡ Why you believe you deserve to win this award.
- ‡ What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- ‡ **Up to 2 marks** for clearly summarising the entry.
- ‡ **Up to 2 marks** for describing what is new, unique or innovative.
- ‡ **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

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.

Marking Guide

Max 8 marks

- ‡ **Up to 4 marks** for providing a project overview, including rationale, and for describing the aims and objectives.
- ‡ **Up to 4 marks** for describing the target market and how you have engaged with the market.

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 sustainable.

Marking Guide

Max 8 marks

- ‡ **Up to 4 marks** for explaining the challenges you have/are facing and how these were overcome.
- ‡ **Up to 4 marks** for outlining the systems and processes used to measure success, and how the target market was communicated with and engaged.

GROUP A: BUSINESS EXCELLENCE

Impact Reviews (300 Words)

Please share the benefits and overall impact of your design. In your answer, explain how it will help increase participation in physical activity, particularly among individuals who are currently inactive, and how it will encourage more frequent engagement.

Marking Guide

Max 8 marks

- † **Up to 4 marks** for providing a summary of the benefits and impact of your build or design (anecdotal).
- † **Up to 2 marks** for providing statistical evidence to back up the summary.
- † **Up to 2 marks** for providing testimonials or examples of the impact.

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.

Marking Guide

Max 6 marks

- † **Up to 2 marks** for describing how you considered the impact on the environment during the planning process.
- † **Up to 2 marks** for describing how your build used environmentally friendly resources.
- † **Up to 2 marks** for describing how the future plans are sustainable and realistic.

GROUP B: SPECIALIST IMPACT

B6. Equality, Diversity & Inclusion

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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20-30 seconds to make the judges sit up and pay attention.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 Words)

Describe the programme, project or initiative that you do as a business around diversity and inclusion.

Include:

- 📌 Your clear strategy, rationale and delivery plans that underpin your approach.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for providing an overview including rationale.
- 📌 **Up to 2 marks** for describing how it addresses equality, diversity and inclusion.
- 📌 **Up to 2 marks** for describing the strategy used
- 📌 **Up to 2 marks** for describing the delivery plans that underpin your approach.

Implementation (300 words)

What was the challenge you/your target consumer face/ inequality you are addressing and how have these been overcome?

Include:

- 📌 What systems and processes are in place to measure success.
- 📌 How you communicate with and enthuse your target market.
- 📌 What challenges have your consumers faced and how have you reduced them.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for describing the challenges you and your consumers have faced.
- 📌 **Up to 2 marks** for describing how these challenges have been overcome.
- 📌 **Up to 2 marks** for identifying the systems and processes in place to measure success.
- 📌 **Up to 2 marks** for describing how you communicated with and enthused your target market.

GROUP B: SPECIALIST IMPACT

Impact Reviews (300 words)

What impact has your strategy had on your target group or inequality to be addressed?

Include:

- What data can you share to demonstrate a positive outcome and sustainable attitudinal change

Marking Guide

Max 8 marks

- Up to 4 marks** for summarising the impact your strategy has had on your target market, including anecdotal evidence or examples.
- Up to 4 marks** for providing statistical evidence to support your summary and demonstrating sustainable attitudinal change. This can also include testimonials or examples.

Looking ahead (300 words)

Looking ahead, what plans do you have to evolve and improve your programme/initiative?

Include:

- How you will broaden its impact.
- How you will ensure your programme/initiative is sustainable and continues to deliver inclusive impact over the long term.

Marking Guide

Max 6 marks

- Up to 2 marks** for outlining clear and relevant future plans.
- Up to 2 marks** for describing the proposed broader impact.
- Up to 2 marks** for explaining how the plans are sustainable and realistic.

GROUP B: SPECIALIST IMPACT

B7. Healthy Communities

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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20-30 seconds to make the judges sit up and pay attention.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 Words)

Outline your programme, rationale, delivery plan, and target audience.

Include:

- 📌 How you engage with your target market whilst recognising and working with allied health and wellbeing related services.
- 📌 How you identified the need for your intervention.

Marking Guide

Max 8 marks

- 📌 **Up to 4 marks** for providing a clear overview of the programme, including its purpose and rationale, and for describing the delivery plan and target audience.
- 📌 **Up to 4 marks** for explaining how the programme will engage with its target market and how it works with allied health or wellbeing-related services.

Implementation (300 words)

Explain how you communicate with and appeal to your target market, and how they have been involved in the development and delivery process.

Include:

- 📌 How you communicate with and engage your target market.
- 📌 How your target market has been involved in the development and delivery process.
- 📌 What systems and processes are in place to measure success.
- 📌 How you demonstrate compliance with the highest operational standards and recognise the specific requirements of working in health and wellbeing-related services.

GROUP B: SPECIALIST IMPACT

Marking Guide

Max 8 marks

- ‡ **Up to 4 marks** for a clear description of how you communicate with your target market, and how the programme has been developed and delivered, including the systems and processes used to measure success.
- ‡ **Up to 4 marks** for a clear demonstration of professional standards and awareness of the responsibilities, considerations, and best practices involved in working in health and wellbeing services.

Impact Reviews (300 words)

How have you made a difference to the lives of the community with which you've engaged?

Include:

- ‡ What data can you share to demonstrate tangible results such as increased awareness and participation.
- ‡ Bring data to life with a case study, what difference have you made to the lives of your participants?

Marking Guide

Max 8 marks

- ‡ **Up to 4 marks** for providing a summary of the impact on the community you serve (anecdotal).
- ‡ **Up to 2 marks** for providing statistical evidence to back up the summary
- ‡ **Up to 2 marks** for providing testimonials or examples of the impact.

Looking ahead (300 words)

Looking ahead, what plans do you have to evolve and improve your offer?

Include:

- ‡ How you will broaden its impact.
- ‡ How you will future proof them to ensure long term growth and success.
- ‡ Tell us what partners you engage with in order to maintain momentum for the project.

Marking Guide

Max 6 marks

- ‡ **Up to 4 marks** for describing your future plans and the proposed broader impact.
- ‡ **Up to 2 marks** for explaining how your plans are sustainable and realistic.

GROUP B: SPECIALIST IMPACT

B8. Transformational Innovation 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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20-30 seconds to make the judges sit up and pay attention.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 Words)

Provide more detail about your concept, campaign, programme, project, or initiative. Explain the thinking behind it, the strategy used to deliver it, and how it engages your target market.

You should outline the rationale for the initiative, the problem or opportunity it addresses, and how it represents transformational innovation. For example, explain whether you are improving or replacing an existing process, product, or service.

Include:

- 📌 Who your target audience or market is.
- 📌 The strategy and key objectives behind the initiative.
- 📌 Why the initiative is transformational and innovative.
- 📌 Reach or participation figures demonstrating engagement with your audience.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for clearly describing the initiative, including its rationale and the problem or opportunity it addresses.
- 📌 **Up to 2 marks** for explaining the strategy and key objectives behind the initiative.
- 📌 **Up to 2 marks** for clearly identifying and describing the target market.
- 📌 **Up to 2 marks** for providing evidence of engagement and impact (e.g. reach or participation figures).

GROUP B: SPECIALIST IMPACT

Implementation (300 words)

How did you engage with your stakeholders?

Include:

- ‡ Who your stakeholders are.
- ‡ How you delivered communications and engagement in the run up to delivery.

Marking Guide

Max 8 marks

- ‡ **Up to 2 marks** for identifying stakeholders.
- ‡ **Up to 4 marks** for how you communicated and engaged with stakeholders.
- ‡ **Up to 2 marks** for describing your engagement plan throughout the implementation.

Impact Reviews (300 words)

What impact did your concept, campaign, programme, project, or initiative have on your audience?

Explain how you measured success and evaluated the outcomes, and provide evidence to support the results achieved

Include:

- ‡ The methods used to measure and evaluate success.
- ‡ Quantitative results (e.g. participation numbers, reach, engagement, growth, improvements, or other metrics).
- ‡ Qualitative evidence such as feedback, testimonials, case studies, or examples of audience impact.

Marking Guide

Max 8 marks

- ‡ **Up to 2 marks** for clearly explaining the measurement and evaluation methods used to assess success.
- ‡ **Up to 4 marks** for providing statistical evidence or quantitative evidence to demonstrate results and impact.
- ‡ **Up to 2 marks** for providing qualitative evidence such as testimonials, feedback, or examples showing the impact on the audience.

Looking ahead (300 words)

Looking ahead, explain how you plan to develop, expand, and strengthen this concept, campaign, programme, project, or initiative.

Include:

- ‡ What your plans are for development or improvements.
- ‡ How you will broaden its impact or reach new audiences.
- ‡ How innovation will continue to be embedded or scaled.

Marking Guide

Max 6 marks

- ‡ **Up to 2 marks** for clearly outlining your future development plans.
- ‡ **Up to 2 marks** for explaining how the initiative will broaden its impact or reach.
- ‡ **Up to 2 marks** for describing how you will sustain, scale, or embed innovation to ensure long-term success.

GROUP B: SPECIALIST IMPACT

B9. Marketing Campaign 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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 words)

Describe the marketing campaign, outlining its rationale, your strategy and key objectives.

Include:

- 📌 The reach of your campaign and the channels used to engage your audience.
- 📌 How you identified the need for your campaign.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for describing the marketing campaign, including rationale.
- 📌 **Up to 2 marks** for describing the strategy and objectives.
- 📌 **Up to 2 marks** for providing evidence of engagement with the market.
- 📌 **Up to 2 marks** for providing information of the channels used to engage your audience.

Implementation (300 words)

How was your marketing campaign implemented?

Include:

- 📌 What systems and processes are in place to measure the success of the campaign.

Marking Guide

Max 8 marks

- 📌 **Up to 6 marks** for describing how the marketing campaign was implemented (additional marks awarded for more detail and / or providing evidence).
- 📌 **Up to 2 marks** for identifying the systems and processes used to measure success.

GROUP B: SPECIALIST IMPACT

Impact Reviews (300 words)

What is the impact of your marketing campaign on:

- 📌 Your Business?
- 📌 Your audiences?

Include:

- 📌 What data can you share to demonstrate a positive outcome and sustainable attitudinal change.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for summarising the impact on the business.
- 📌 **Up to 2 marks** for providing evidence of the impact on the business.
- 📌 **Up to 2 marks** for summarising the impact on the audience.
- 📌 **Up to 2 marks** for providing evidence of the impact on the audience.

Looking ahead (300 words)

What plans do you have to evolve this marketing campaign in the future?

Include:

- 📌 What did you learn from this campaign that can be applied to future campaigns?

Marking Guide

Max 6 marks

- 📌 **Up to 3 marks** for describing the future plans of the marketing campaign.
- 📌 **Up to 3 marks** for describing the proposed future impact.

GROUP B: SPECIALIST IMPACT

NEW B10. Workplace & Culture Initiative 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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20–30 seconds to grab the judges' attention and make your entry stand out.

Include:

- 📌 Why you believe your organisation deserves to win this award.
- 📌 What makes your workplace initiative impactful, distinctive, or particularly effective – what have you seen that has changed and how.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly explaining the workforce initiative, including what it is and why it was introduced.
- 📌 **Up to 2 marks** for clearly describing what makes the initiative distinctive, impactful, or particularly effective in supporting employees. Where possible include examples of change and impact.

- 📌 **Up to 2 marks** for delivering a compelling and engaging pitch that captures the judges' attention and clearly explains why your initiative deserves to win.

Engagement and Rationale (300 words)

Provide more detail about your workforce initiative, including the thinking behind it, the strategy used to design it, and how it responds to employee needs.

You should outline the rationale for the initiative, the challenge or opportunity it addresses within your workforce, and how it aims to improve employee wellbeing, engagement, activity levels, or workplace culture.

Include:

- 📌 Who your employees or target workforce groups are.
- 📌 The strategy and key objectives behind the initiative.
- 📌 Why the initiative was needed and what challenge or opportunity it responds to.
- 📌 Participation levels, engagement indicators or areas of improvement among employees.

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for clearly explaining the initiative and the rationale behind it, including the workforce need, challenge, or opportunity it addresses.
- 📌 **Up to 2 marks** for outlining the strategy and key objectives, explaining how the initiative was designed to support employees.
- 📌 **Up to 2 marks** for explaining how the initiative responds to workforce needs or supports employee wellbeing, engagement, or activity.
- 📌 **Up to 2 marks** for providing evidence of employee engagement, including participation levels or other indicators of involvement.

GROUP B: SPECIALIST IMPACT

Implementation (300 words)

Explain how the initiative was introduced, delivered, and embedded within your organisation.

Describe how you engaged employees and other relevant stakeholders to support successful delivery.

Include:

- Who the key stakeholders were (e.g. employees, leadership teams, HR teams, wellbeing leads, partners).
- How you communicated and promoted the initiative internally.
- The methods or channels used to engage employees.
- How the initiative was implemented and embedded across the organisation.
- What have you seen that has changed/improved and how this has impacted intended outcomes.

Marking Guide

Max 8 marks

- Up to 2 marks** for clearly identifying the key stakeholders involved
- Up to 4 marks** for explaining how you communicated and engaged employees and stakeholders, including the methods used
- Up to 2 marks** for describing how the initiative was implemented and embedded across the organisation.

Impact Reviews (300 words)

What impact has your initiative had on employees and the wider organisation?

Explain how you measured success and evaluated the outcomes and provide evidence to support the results achieved.

Include:

- The methods used to measure and evaluate success.
- Quantitative results (e.g. participation rates, improvements in activity levels, wellbeing indicators, engagement levels, retention etc.).
- Qualitative evidence such as employee feedback, testimonials, or examples of cultural impact.

Marking Guide

Max 8 marks

- Up to 2 marks** for clearly explaining the measurement and evaluation methods used.
- Up to 4 marks** for providing quantitative evidence (e.g. participation rates, improvements in activity levels, wellbeing indicators, engagement levels, retention etc.) to demonstrate results and impact.
- Up to 2 marks** for providing qualitative evidence such as employee feedback, testimonials, or examples of cultural impact.

Looking ahead (300 words)

Explain how you plan to develop and strengthen this workforce initiative.

Include:

- Your plans for development or improvements.
- How you will expand the initiative's reach or impact across the workforce.
- How the initiative will be sustained or embedded into workplace culture long term.

Marking Guide

Max 6 marks

- Up to 2 marks** for clearly outlining your future development plans.
- Up to 2 marks** for explaining how the initiative will broaden its reach or impact across employees.
- Up to 2 marks** for describing how the initiative will be sustained or embedded to ensure long-term success.

GROUP B: SPECIALIST IMPACT

B11. Education Programme 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.

Provide a brief overview of your organisation, the market you serve, and highlight the key elements of your entry.

Please include your social media handles (e.g. LinkedIn, X, Instagram) and avoid sharing any confidential or sensitive information in this section.

Please note: This profile section is for context only and will not be scored.

Elevator Pitch (250 Words)

Imagine you have 20-30 seconds to make the judges sit up and pay attention.

Include:

- 📌 Why you believe you deserve to win this award.
- 📌 What you offer that is new, unique, or innovative.

Marking Guide

Max 6 marks

- 📌 **Up to 2 marks** for clearly summarising the entry.
- 📌 **Up to 2 marks** for describing what is new, unique or innovative.
- 📌 **Up to 2 marks** for providing a compelling and engaging pitch that captures the judges' attention.

Engagement and Rationale (300 words)

How do you engage with your customers/education users, understand their needs and ensure outstanding service and providing what education is required?

Include:

- 📌 How do you continually strive to exceed expectations?
- 📌 How do you demonstrate success?
- 📌 What do you have in place to understand future demands on the workforce and how do you use this insight to create learning and development?
- 📌 What have you put in place to ensure access to learning is inclusive?

Marking Guide

Max 8 marks

- 📌 **Up to 2 marks** for explaining how you engage with your customers/ education users.
- 📌 **Up to 2 marks** for explaining how you determine your customers' needs.
- 📌 **Up to 2 marks** for describing how you provide outstanding service/ education delivery.
- 📌 **Up to 2 marks** for identifying the systems and processes in place to measure success.

Implementation (300 words)

How do you ensure seamless delivery with your users and wider audience?

Include:

- 📌 How do you use reporting and feedback to enhance the programme and its implementation?
- 📌 How do you ensure maximum benefit from the education programme/delivery?

GROUP B: SPECIALIST IMPACT

Marking Guide

Max 8 marks

- ⚡ **Up to 6 marks** for describing how you ensured maximum benefit from the education programme / delivery (additional marks awarded for more detail and / or providing evidence).
- ⚡ **Up to 2 marks** for describing how you communicated with and enthused their target market and wider audience.

Impact Reviews (300 words)

What has been your impact on the wider industry you serve?

Include:

- ⚡ What feedback have you received?
- ⚡ How has the learning and development you provide made a difference to activity levels?

Marking Guide

Max 8 marks

- ⚡ **Up to 4 marks** for providing a summary of the impact on the wider industry (anecdotal)
- ⚡ **Up to 2 marks** for providing statistical evidence to back up the summary
- ⚡ **Up to 2 marks** for providing testimonials or examples of the impact.

Looking ahead (300 words)

Looking ahead, what plans do you have to evolve and improve your offer?

Include:

- ⚡ How you will broaden its impact.
- ⚡ How you will future proof them to ensure long term growth and success.

Marking Guide

Max 6 marks

- ⚡ **Up to 2 marks** for describing your future plans.
- ⚡ **Up to 2 marks** for describing the proposed broader impact.
- ⚡ **Up to 2 marks** for explaining how your plans are sustainable and realistic to ensure long term growth and success.

GROUP C: INDIVIDUAL & TEAM ACHIEVEMENTS

C12. Physical Activity Hero Award

Profile (400 words)

Please provide a narrative about your nominee in the space below.

Nominations will be assessed across the following areas. While this is a single response, you are encouraged to clearly address each of these components within your submission.

Include in your response:

- ‡ A brief background of the nominee, including key achievements, challenges, and significant milestones.
- ‡ How they embody the ukactive mission to get more people, more active, more often.
- ‡ How physical activity has transformed and improved their life and/or the lives of others.
- ‡ A clear rationale for why they should win this award and what makes them stand out.

Marking Guide

Max 12 Marks

Profile and Journey (Max 4 marks)

- ‡ **Up to 2 marks** for outlining a clear and relevant background, including achievements and milestones.
- ‡ **Up to 2 marks** for describing challenges and demonstrating personal growth or perseverance.

Impact (Max 4 marks)

- ‡ **Up to 2 marks** for demonstrating how the nominee embodies the mission to get more people, more active, more often.
- ‡ **Up to 2 marks** for providing strong examples of impact on themselves and/or others.

Rationale for Winning (Max 4 marks)

- ‡ **Up to 2 marks** for presenting a clear and evidence-based case for why the nominee deserves to win.
- ‡ **Up to 2 marks** for demonstrating what makes the nominee exceptional, inspirational, or a standout role model.

C13. Outstanding Individual Leadership Award

Profile (400 words)

Please provide a narrative about the high-performing individual you have nominated in the space below.

Nominations will be assessed across the following areas. While this is a single response, you are encouraged to clearly address each of these components within your submission.

Include in your response:

- ‡ A brief background of the individual, including their career path, leadership role, responsibilities, and key achievements.
- ‡ The goals and development plans they have set and/or achieved.
- ‡ The challenges they have faced and how they have responded to them.
- ‡ The skills and competencies they have developed and applied to address these challenges.
- ‡ A clear rationale for why they should win this award and what makes them an outstanding leader.

GROUP C: INDIVIDUAL & TEAM ACHIEVEMENTS

Marking Guide

Max 12 Marks

Profile and Leadership Journey (Max 4 marks)

- ‡ **Up to 2 marks** for outlining a clear leadership background, including role, responsibilities, and achievements.
- ‡ **Up to 2 marks** for demonstrating career progression, growth, and leadership impact.

Outstanding Achievement and Leadership Impact (Max 4 marks)

- ‡ **Up to 2 marks** for providing clear evidence of goals set and achieved, including measurable success.
- ‡ **Up to 2 marks** for demonstrating how challenges were overcome using strong leadership skills and competencies.

Rationale for Winning (Max 4 marks)

- ‡ **Up to 2 marks** for presenting a clear, evidence-based case for why the individual deserves to win.
- ‡ **Up to 2 marks** for demonstrating what makes them exceptional, inspirational, and a standout leader.

C14. Outstanding Leadership Team Award

Profile (400 words)

Please provide a narrative about the high-performing leadership team you have nominated in the space below.

Nominations will be assessed across the following areas. While this is a single response, you are encouraged to clearly address each of these components within your submission.

Include in your response:

- ‡ The context and composition of the leadership team, including its purpose, structure, and leadership scope.
- ‡ The goals and development plans the team has set and/or achieved. The challenges the team has faced and how they have responded collaboratively.
- ‡ The skills and competencies the team has developed and applied to address challenges.
- ‡ A clear rationale for why the team should win this award and what makes them an outstanding leadership team.

Marking Guide

Max 12 Marks

Profile and Team Context (Max 4 marks)

- ‡ **Up to 2 marks** for clearly outlining the team's structure, purpose, and leadership scope.
- ‡ **Up to 2 marks** for demonstrating alignment, collaboration, and shared goals.

Outstanding Achievement and Team Impact (Max 4 marks)

- ‡ **Up to 2 marks** for providing clear evidence of goals and development plans achieved.
- ‡ **Up to 2 marks** for demonstrating how challenges were addressed through effective teamwork, skills, and competencies.

Rationale for Winning (Max 4 marks)

- ‡ **Up to 2 marks** for presenting a clear and evidence-based case for why the team deserves to win.
- ‡ **Up to 2 marks** for demonstrating what makes the team exceptional, collaborative, and a standout example of leadership excellence.

GROUP D: OUTSTANDING HONOURS

Group D awards are not open for direct entry. Finalists for D15-D18 are selected from the highest-scoring winners in Groups A and B, while nominees for D19 are chosen 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