



Table of Contents

What is Flame?	1
Criteria for Entry	2
Which Award is for me?	2
Outstanding Performance Awards.....	3
Operator of the Year Award	3
Future of Flame Award	4
Spark of Innovation Award & Assessment Process	5
The Fees / Terms & Conditions.....	6

WHAT IS FLAME?

Fitness, Leadership And Management Excellence

Flame provides clubs and centres with a rigorous independent **business assessment** to help benchmark their facility and honour the people who make such a profound contribution to their communities and organisation.

The FIA & Matrix Flame Awards recognise and applaud **excellence** and **best practice** within the health and fitness industry.

With thanks to the official partner:

MATRIX

CRITERIA FOR ENTRY

The entrant must:

- be an FIA member
- Operators must be Code of Practice compliant* or have pledged to go through compliance by the Ball of Fire Ceremony (date tbc). Or be QUEST accredited (and agreed to go through the COP module at your next cycle).
- have been operating since **1st January 2011**, (Spark of Innovation 1st April 2011) have no on-going legal action or personnel grievances

*This excludes Future of Flame and Spark of Innovation Award (Supplier).

WHICH AWARD IS FOR ME?

OUTSTANDING PERFORMANCE AWARDS

These awards seek to recognise **leaders** within our industry.

Whether you are an **operator group** that practices **exceptionally high standards** throughout your facilities; or whether you are an **individual** who has accomplished much and profoundly impacted the lives of many; or finally whether you are an operator whose **innovative ideas** and initiative have changed the industry for the better.

With thanks to the official partner:

MATRIX

OUTSTANDING PERFORMANCE AWARDS

OPERATOR OF THE YEAR AWARD

There are two operator awards: **Health Club Operator** and **Leisure Centre Operator**. These awards are open to any FIA members group (with more than 10 sites) that has been an FIA member for more than a year and is **Code of Practice compliant** or has agreed to go through the COP process by the Ball of Fire (27th June 2012, Sheffield). See the process section below for further detail.

Each entrant will receive an individually tailored report at the end of the process, including feedback on each stage, this is designed to be a business improvement tool.

ASSESSMENT PROCESS FOR OPERATOR OF THE YEAR AWARD

STAGE 1 – INITIAL SUBMISSION

Weighting: 25% of overall score

Deadline - 6th April 2012

A letter of submission is required from every operator who wishes to qualify for Operator of the Year, stating why their efforts to improve standards and connect with the local community deserve this award. See the list below of specific areas that we suggest the letter should address. All efforts must have been over the assessment period **1st January 2011 - 31st December 2011**. Submissions should have a **word count of no more than 1,000 words** but can include appendices if necessary.

The topics covered should include:

- Managing your 'member relationships'
- HR policy and procedures
- Corporate Social Responsibility - community engagement
- Marketing techniques
- Evidencing: data captured and how you put it to use

Entries will then be shortlisted by an unbiased FIA panel.

STAGE 2 – FLAME SITE EVALUATION

Weighting: 35% of overall score

The top 3 scoring Flame entrant sites belonging to the Operator will be included into the overall evaluation.

STAGE 3 – CUSTOMER SATISFACTION SURVEY

Weighting: 40% of overall score

Deadline – Mid May 2012

Leisure-net solutions will conduct customer satisfaction surveys online to the operators client base. Entrants will need to provide a minimum of 5,000 customer email addresses for this stage. Surveys will be conducted online and customers will be surveyed on their opinions of the club/centre, using in part the NPS model. Winners will be announced at the Ball of Fire awards ceremony.

With thanks to the official partner:

MATRIX



FUTURE OF FLAME**

This award recognises the industry's very best on an individual level; rewarding a person who has shown remarkable dedication and commitment to the fitness industry.

Nominations are due by March 23rd 2012 and online voting will close beginning of June 2012.

**** Finalists cannot enter this award in two consecutive years.**

ASSESSMENT PROCESS FOR FUTURE OF FLAME AWARD

STAGE 1 – INITIAL NOMINATION

Deadline 23rd March 2012

Industry members are invited to nominate their colleagues with a brief description (400 words max) on why their nominee should win the award. Nominations should be emailed to flame@fia.org.uk by the deadline above.

STAGE 2 – PANEL SHORT LISTING

The FIA panel will shortlist nominations down to 6 finalists.

STAGE 3 – INDUSTRY VOTE

Voting closes beginning of June 2012 (prior notification of exact dates will be provided closer to this time)

Nominators will be asked to create a video commendation (2 min maximum) about their nominee urging industry members to vote. This can include - footage of the person in their element, an interview about the nominee with staff / members of the public but is very much down to the creativity of the nominator! Videos will be displayed via the FIA website.

With thanks to the official partner:

MATRIX



Spark of Innovation

In recognition of an Operator or Supplier who has achieved something exciting, new and innovative that has not only solved the initial problem that it set out to, but has also made a profound impact on the industry.

The award should be entered by an Operator or Supplier within the industry,
Your entry could be to do with anything from a new product to a brilliant ad campaign!

SPECIFIC ENTRY CRITERIA FOR THIS AWARD:

Your product of innovation must have been in operation for at least 1 year, with proven results available (i.e. statistics, reports, other evidence).

ASSESSMENT PROCESS FOR SPARK OF INNOVATION AWARD

STAGE 1 – INITIAL NOMINATION

Deadline for entry: 6th April 2012

A document should be submitted following the structure stated below:

- What is the product/strategy/innovation (and who, if at all, is it in association with)?
- What is the background? How did it come about?
- When was it implemented?
- Details of how success was measured – results must be displayed
- The future of this product – how it has changed/will change the face of things to come.

Please note - The document should be no longer than 4 sides of A4. If relevant and necessary, supporting materials can be provided in addition the document – I.e. DVD / product sample/statistical reports. But bear in mind that any additional material will need to be posted along with your submission.

STAGE 2 – THE PRESENTATION

To take place May 2012

The entrant will be required to present to a panel of experts in innovation (from inside and outside of the fitness industry).

The presentation has the following guidelines that must be adhered to:

- Must take no longer than 45 minutes (there will be 15 minutes question time for the panel in addition to this)
- Maximum of 4 presenters per presentation
- Will take place at a location designated by the FIA. The utmost effort will be made to ensure this doesn't involve a long journey by the presenter(s), but the location will not be at the entrants facility
- The presentation will take place in a business meeting room, where a screen, projector and computer will be available.
- The entrant will be responsible for any further equipment they require. Time will be deducted from the given 45 minute's presentation time to set-up and break down any additional equipment.
- There may or may not be FIA Staff at hand to assist with room set-up.

Other than the above, the presentation is totally in the hands of the entrant – it can take whatever format the entrant feels will show your product in the best light.

STAGE 3 – THE FINALISTS

The FIA panel will choose finalists from all entrants and notify accordingly. The winner of the awards will be announced at the FIA Ball of Fire, 27th June, Sheffield.

With thanks to the official partner:

MATRIX

THE FEES – OUTSTANDING PERFORMANCE AWARDS

Outstanding Performance Awards Fee*	
Flame Award	Fee
Operator of the Year	£300
Spark of Innovation (Operator/ Supplier)	£300
Future of Flame	FREE

* VAT will be added to all fees

TERMS AND CONDITIONS – OUTSTANDING PERFORMANCE AWARDS

- Payment must be received with submissions.
- Entry fees are non-refundable.
- Entrants for Operator of the Year and Operator Spark of Innovation must be Code of Practice compliant, have pledged to go through the assessment **by the Ball of Fire Ceremony (27th June)** or QUEST accredited (and have agreed to go through the COP module during your next cycle).

F.A.Q s

Q: How can I make my payment?

A: We accept credit/debit card, cheque, or we can invoice against a Purchase Order Number (as long as payment is received by the deadline given).

Q: Where can I find up to date information on all the awards?

A: Our website www.fia.org.uk is continually updated with information on all awards.

Q: I'm still unsure about the process, what can I do?

A: Simply call 020 7420 8564 or email events@fia.org.uk and our events department will be happy to speak to you.

Q: What do I get if I win?

A: You will receive not only recognition at the Ball of Fire ceremony in front of approximately 900 people from the industry, but also an award, a winners photo, your company name posted on the FIA website, your company information sent out on Press Releases regarding Flame winners, a Flame Winner logo to be used on your marketing, and a Feedback Report.

Q: Where do I send my submission?

A: You can either enter online at www.fia.org.uk, email flame@fia.org.uk, fax 020 7420 8561, or post to Castlewood House, 77-91 New Oxford Street, London, WC1A 1PX.

Further Queries

If you have any further enquires about any of the awards then please call the Flame Team on 020 7420 8564 or email flame@fia.org.uk.

With thanks to the official partner:

MATRIX

