



flame awards
2010



**Encouraging excellence,
inspiring innovation!**

Improve your business...

Motivate your team...

Be acknowledged as the industry's best...

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WHAT IS FLAME?

The FLAME (Fitness Leadership and Management Excellence) Awards recognise and celebrate excellence and best practice within the health and fitness industry. It provides clubs and centres with a rigorous independent assessment to help benchmark their facility and it honours the people who make a profound contribution to their communities and their organisation.

WHY ENTER FLAME?

The FLAME Awards are an opportunity to earn one of the industry's most prestigious titles and position you to:

- **Inspire** your team, by uniting them in an effort to be the best
- Win **industry recognition** as a result of your team's commitment to excellence and best practice
- **Motivate** your team by having a clear and achievable goal to work towards
- Gain recognition for your **operational excellence** by consistently exceeding your members' expectations
- **Benchmark** your club against your competition
- **Showcase** your business flare
- **Celebrate** your **innovation**
- Generate **local media** opportunities

CRITERIA FOR ENTRY

Your facility must:

- Be an FIA member
- Be compliant with the FIA's Operators Professional Code (a full copy of which can be downloaded from www.fia.org.uk) or be compliant with the audited Code of Practice
- Have been operating throughout the assessment period (1st Sep 2008 to 1st Sep 2009)
- Have no ongoing legal action
- Have no ongoing personnel grievances

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WHICH CATEGORY ARE YOU?

The FLAME Award categories reflect the diversity of our industry and provide all organisations the chance to compete and be properly recognised.

The FIA would like to thank Matrix Fitness Systems who support FLAME and help keep entry fees to a minimum, it truly demonstrates their commitment to industry development and best practice.

FLAME highlights exemplary performance in all areas of health club and leisure centre operations: It is a 'badge of excellence'. Every entrant should select the category which best matches their facility.

1. Private Health Club Category

Club of the Year (under 1,000 members)*

A private club operating for not less than 12 months between the period 1st Sep 2008 to 1st Sep 2009. The total membership should not exceed 1,000 members at any point during this period.

Club of the Year (1,000 - 4,000 members)*

A private club operating for not less than 12 months between the period 1st Sep 2008 to 1st Sep 2009. The total membership should not exceed 4,000 members nor should it fall below 1,000 members throughout this period.

Club of the Year (Over 4,000 members)*

A private club operating for not less than 12 months between the period 1st Sep 2008 to 1st Sep 2009. The total membership should not fall below 4,000 members throughout this period.

*** Only appropriate for private health clubs**

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2. Leisure Centre Category

Centre of the Year

A leisure centre with in-house or contracted management which has been operating for not less than 12 months between 1st Sep 2008 to 1st Sep 2009. The focus is on health and fitness operations and engaging the local community.

3. Corporate Health Club Category

Corporate Club of the Year

This category is open to either in-house or contract management companies of health and fitness facilities based within a corporation. The operating facility must have been operating for at least 12 months between 1st Sep 2008 to 1st Sep 2009, and if applicable, must have been under the same contract management during this period. The facility must offer direct provision for the employees of the company (either paid or gratis) within which the facility is housed.

4. Educational Health Club Category

Educational Club of the Year

This category is open to any leisure facility within an educational establishment which has been operating between 1st Sep 2008 to 1st Sep 2009.

5. Spirit of FLAME

The Spirit of FLAME Award is not entered or awarded by application. This category is selected by the assessors in recognition of outstanding achievements or performance demonstrated during the Awards process. The winner of this category may be a club or a centre.

6. Operator Category

There are two categories: **Private Health Club Operator** and **Leisure Centre Operator**. This award is open to any FIA group (with 10 or more sites) that has been an FIA member for more than a year. (See the process section for further detail.)

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7. Future of FLAME**

This award recognises the industry's best on an individual level. FIA members are encouraged to nominate a colleague who has shown remarkable dedication and commitment to the fitness industry. The winner is chosen by an industry vote.

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

Winning starts here

There are 3 processes depending on your category:

Club / Centre Process

This process applies to award categories 1 – 5.

The Club / Centre Awards are broken down into four stages - based on the assessment period - 1st Sep 2008 to 1st Sep 2009. The requirements and weighting for each stage are detailed below. To enter please complete the online FLAME questionnaire (stage 1), which can be found at www.fia.org.uk by 23rd December 2009.

Finalists' marks will be accumulated from all four stages of the club/centre process to provide an overall winner. Winners will be announced at the awards ceremony in July 2010.

Stage 1 – Online Questionnaire – worth 10% of overall score

Deadline – 23rd December 2009

Every entrant must fully complete the online Questionnaire. Each question is scored and incomplete and/or unanswered questions will impact your overall scoring.

The criteria will include:

- Membership figures
- Staffing
- Fitness Information
- Community programmes / initiatives

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Stage 2 – Key Data Assessment - worth 15% of overall score

Deadline – 10th February 2010

Every entrant will be asked to provide Key Data Information, which requests information on:

- People management
- Policy and procedures
- Marketing processes
- Customer processes
- Impact on society
- Key business results

Stage 3 – Site Audit – worth 40% of overall score

1st March – 10th May 2010

(prior notification of exact dates will be provided by your assessor nearer to the audit)

Entrants who make it through to Stage 3 will be visited by an FIA assessor. The audit will review:

- Customer service delivery
- Systems and processes
- The management and development of staff
- The implementation of fitness programming
- Presentation and cleanliness of facility

Stage 4 – Customer Satisfaction Survey – worth 35% of overall score***

24th May – 18th June 2010

Conducted on site: up to 50 of your customers will be surveyed – the focus will be on their opinions of the club/centre.

***** This assessment does not apply to the Spirit of FLAME award.**

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Operator Process

This process applies to category 6 only.

Stage 1 – Initial Submission

1st February - 14th April 2010

A letter of submission is required from every operator who wishes to qualify for Operator of the Year– highlighting operational success, procedural impacts and community engagement during the assessment period (1st Sep 2008 to 1st Sep 2009). Submissions should not be more than 1,000 words in length but can include appendices.

The topics covered should include:

- Managing your 'member relationships'
- Engaging with your local community and potential members
- Managing and developing your employees
- HR policy and procedures
- Your Health and Safety regime
- Code of Practice compliance

Stage 2 – Panel Short-listing

Entries will be shortlisted by an FIA FLAME panel.

Stage 3 – Customer Satisfaction Survey

Customers will be surveyed from a number of sites: customers will be surveyed on their opinions of the club/centre.

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Individual Process

This process applies to category 7 only.

The Future of FLAME award involves the whole industry in nominating candidates and then voting to decide the winner.

Stage 1 – Nominations

25th January – 1st March 2010

Everyone in the industry is invited to nominate a colleague or friend with a brief description (400 words max) on why their nominee should win the award.

Stage 2 – Panel Shortlisting

The FIA FLAME Panel will shortlist 6 finalists.

Stage 3 – Industry Vote

26th April – 1st June 2010

Nominators will then be asked to create a video commendation (up to 2 minutes) about their nominee (that will be posted online), urging industry members to vote. This can include footage of the person in their element and an interview about the nominee with staff / members of the public.

COST

Club / Centre Cost

The payment for the 2010 FLAME awards will be made after stage 1 but before stage 2. If you do not wish to continue after stage 1 there will be no cost involved. Before you start stage 2 a fee of £415 (£315 if entering club or centre that has less than 1,000 members) +VAT must be paid. If you withdraw before / do not progress to stage 3 you will receive a full refund minus £50 administration fee. Once clubs / centres have progressed to stage 3 the entry fee is no longer refundable.

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Operator / Individual Cost

There is no cost involved in either of these processes.

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

TERMS AND CONDITIONS

Local Authority Centres, including those that are contract managed, are not eligible to apply for the Club of the Year categories. Once clubs / centres have progressed to stage 3 the entry fee is non-refundable. If your club proceeds to become a finalist customer satisfaction surveys will be conducted on the club premises. Your club/centre should be Code of Practice compliant. Failing this, the club / centre must at least adhere to the FIA Operators Professional Code (see below).

FIA OPERATORS PROFESSIONAL CODE

1. Ensure that minimum legal requirements regarding health and safety are maintained.
2. Ensure staff instructing and demonstrating exercise or supervising swimming pools have achieved a nationally recognised qualification.
3. Ensure that on joining the facility customers are aware of the standard terms and conditions that apply to their membership.
4. Ensure that any written contracts for members are in accordance with fair trading laws.
5. Ensure that all facility members are offered an exercise induction and a record of each facility user is kept.
6. Ensure that complaints by customers are acknowledged and that communication is maintained until the matter is resolved.
7. Ensure a commitment to the Disability Discrimination Act 1995/2005.

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