

2017 Community Sport and Recreation Awards Category Criteria

Professional Community Programme of the Year Award

The entrant will through their activities demonstrates measurable impact across one or more of the following:

- An inspirational and engaging and community project that has increased participation in sport, ideally to those less likely to participate in sport and physical activity
- The club/initiative has made a demonstrable difference to the lives of the local community
- The club/initiative contributes to more inclusive grassroots sport and recreation in the community by the number and type of projects it offers
- The club/initiative brings like-minded partners together using sport and physical activity to improve the local community

Innovative Project Award

The entrant will demonstrate how a project (campaign, programme or initiative) demonstrates measurable impact across one or more of the following:

- A new initiative or programme that drives both participation and frequency and actively introduces underrepresented groups to sport or physical activity.
- A new or adapted activity, product or programme that addresses a real customer demand or need.
- A digital product/equipment that helps drive participation, changes behaviour or makes being active more fun.
- A new initiative, programme, or product which is sustainable and/or is developed from an alternative funding source.

Added Social Value Award

The award winner will demonstrate how the project (campaign, programme or initiative) demonstrates measurable impact across one or more of the following:

- The project uses sport or physical activity to address social problems by bringing the local community together.
- The project develops the skills and abilities of participants outside of school using sport (employability, life skills, leadership etc).
- The project helps reduce anti-social behaviour and crime by involving excluded young people and those at risk in sport and recreational activities and programmes.
- The project gets people from lower socio economic, disabled and minority backgrounds active.

Volunteering Award

The award winner will demonstrate how their volunteering programme achieves measurable impact across one or more of the following:

- The programme makes volunteering accessible and easy for more people to get involved.
- The programme works to make volunteering representative of the local community and encourages everyone to get involved.
- The programme builds the skills and abilities of volunteers and actively works to bring in new volunteers with the skills needed.

- The volunteering programme makes sure volunteers feel valued and that their time is appreciated through a robust reward and recognition system