



# Aspire AWARDS

PPA ASPIRE (Awards for the Play Industry, Recognising Excellence) is new for 2008. The Aspire Awards recognise and applaud distinction and best practice within the Indoor Play Industry and are designed to reward excellence in a number of key areas associated with

successful play provision. The awards will be applicable to all PPA members, with smaller sites having the same opportunities to win as larger multi site operators. New FEC's, which have been open less than a year, will also be able to enter, in the Best New Site award

category. The ASPIRE awards will be part of an evening of entertainment including a 3 course formal dinner, pre awards entertainment and a live band. This exciting networking event will take place at the Ettington Chase hotel nr Stratford-On-Avon on Tuesday 23rd September commencing at 7:30 following the PPA forum at LIW. ASPIRE 2008 will comprise 6 awards, and we will be inviting nominations from all PPA Members by the

12th September deadline. From these entries a shortlist will be created and judged by an independent industry panel. PPA members and non members are welcome to attend the Dinner and Awards event, and tickets can be purchased from the PPA for £32. Please ring Kate Costin on 02476 414999 or email [kate@sportsandplay.com](mailto:kate@sportsandplay.com) to book your ticket. Overnight accommodation is also available at the Ettington Chase hotel.

## ASPIRE Categories

### 1. Best New Site (For sites opened since 1st September 2007)

Sponsored by Johnson Reed



The winner of this award will have opened after 1st September 2007 and will have an exceptional site with good first year trading figures. The site may have already established great links with local businesses, local childcare providers, and will have raised the standards of play provision in their local area. Customer service and management procedures will be excellent and the winner will need to demonstrate that their site has consistently improved in terms of visitor numbers, catering and parties turnover since opening

### 2. Best Food and Beverage Offering

Sponsored by Pelican Buying Group



Food and Beverage is an important part of a play centres offering. The winner of this award will provide customers with an excellent menu selection, high standards of health and hygiene and great customer service. The PPA member could perhaps have a unique food offering, or a particular food philosophy that has worked well in their centre. The winner could also have excellent F+B profit margins or may have a new approach to F+B that has enhanced their site.

### 3. Employee of the Year - Customer Service Excellence Award

Sponsored by 3663



An award open to any employee of any PPA member centre (rather than the owners/managing director of the business). The winner of this award will have demonstrated outstanding levels of customer service throughout the year, always willing to go beyond management expectations. It is also possible to nominate someone for this award who has demonstrated initiative to help develop your business, carried out an act of courage or played a hands on role in enhancing footfall. This award is for someone who has generally gone the extra mile for your business.

### 4. PPA Member's "Brand" of the Year

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The winner of this award will be a leader in the field of marketing. Whether it be via an excellent advertising campaign, building a fantastic website or developing a range of theming products, the recipient will have demonstrated that this activity has had a profound influence on the success of the site and that within their local area, a brand has been created.

### 5. Best Overall Family Entertainment Centre (under 12,000 sq ft)

Sponsored by Rainbow Productions



All full PPA members can make nominations for the ASPIRE Awards 2008 until the deadline date of Friday 12th September. You can enter ASPIRE either online via the "members only" section of the PPA website at [www.playproviders.org.uk](http://www.playproviders.org.uk) or by completing an application form provided by the PPA. Each site may enter a maximum of 2 award categories and multi site operators need to specify which of their sites they are proposing for ASPIRE categories. Members can nominate their own company for an award or propose another site within the PPA. An ASPIRE trophy will be awarded to each category winner and certificates presented to 2nd and 3rd place. We hope to see as many operators as possible at the industry dinner on the 23rd September and GOOD LUCK to all PPA members entering ASPIRE.

### 6. Best Overall Family Entertainment Centre (over 12,000 sq ft)

Sponsored by AMH Media



The PPA ASPIRE Awards 2008 are supported by the API indoor section. We would also like to thank TL Dallas and Pelican Buying Group who are the events Wine and Drinks Reception sponsors respectably.



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