
Apprenticeship Employer of the Year Award Category planner

Who should enter?

The Apprenticeship Employer of the Year Award recognises employers who can demonstrate their commitment and contribution to apprenticeships, and the success that apprentices have brought to their organisation.

The categories acknowledge the different approaches taken to apprenticeships by organisations of different sizes:

- SME Employer of the Year (for organisations with 1 to 249 employees)
- Large Employer of the Year (for organisations with 250 to 4,999 employees)
- Macro Employer of the Year (for organisations with 5,000+ employees)

If you completed your apprenticeship over 12 months ago one of your contacts may decide to nominate you for the Apprenticeship Champion of the Year category; this is open to individuals who go above and beyond to champion apprenticeships. You may also be eligible for the Rising Star Award.

How to enter

Please read these guidance notes carefully before completing the online application form. The closing date for entries is 28 July 2021. Entries received after this date will not be accepted.

Apply online at appawards.co.uk.

Help with your entry

Take a look at the Awards Q&As on the [application site](#) for more information. You can also call the helpline on 0800 954 88 96 where our experienced team are on hand Monday to Friday 9:00am-5:00pm to answer your questions. Alternatively email us at entries@appawards.co.uk.

Completing the form

Judges are looking for exemplar employers who can demonstrate their ongoing commitment, contribution and the success that apprenticeships have brought to their organisation. Make sure you give the judges hard evidence to base their decisions on. Include examples of best practice which makes your organisation's apprenticeship programme better than the next.

Applications now allow you to attach photos and tables to help evidence the claims made in your responses. Please make use of this opportunity. Use a chart, table or graph to help demonstrate metrics such as statistics, quantifiable information and comparative data. Remember to provide a base line to show how your programme has progressed.

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The judges recognise that apprenticeship programmes will be able to develop more tangible and measurable success indicators as they progress and mature. Use your responses to demonstrate your achievements to date, and provide the judges with as much tangible supporting evidence as possible.

Introduction

**Please tell us about your organisation.
(Max 150 words)**

Provide the judges with information about your organisation including size, structure and where you fit within your sector.

Please note that this section is not scored for judging or assessment purposes.

Question 1

Please explain the strategy behind your apprenticeship programme. (Max 350 words)

Judges are looking for a sound strategy behind your apprenticeship programme. They want to see a clear rationale for why you introduced apprenticeships into your organisation and what your objectives were.

A stand-out answer will include the following:

- Why your organisation decided to invest in apprenticeships and how this investment fits into your organisation's overall strategy.
- What support does your apprenticeship programme have within your organisation.
- The tangible measures your organisation uses to demonstrate the success of your apprenticeship programme and your investment in it.
- Your plans for developing and enhancing your apprenticeship programme.

Question 1 is worth a maximum of 20 marks

Question 2

Please tell us why you think the delivery of your apprenticeship programme is exceptional. (Max 350 words)

Explain to the judges what makes your apprenticeship programme exceptional. Provide clear and tangible evidence of how you perceive yourself to be an exemplary employer.

A robust answer will include the following:

- Why you believe the delivery of your apprenticeship programme is exceptional. Please make use of external validation/feedback if available.
- How you recruit a talented and diverse apprenticeship workforce.
- How you make your apprenticeships accessible to people from all backgrounds.
- Examples of how you are committed to promoting investment in skills and sharing best practice through ambassadorial activities.
- Why you are a role model for other employers.

Question 2 is worth a maximum of 25 marks

The judges recognise that apprenticeship programmes will be able to develop more tangible and measurable success indicators as they progress and mature. Use your responses to demonstrate your achievements to date, and provide the judges with as much tangible supporting evidence as possible.

Question 3

Please describe the benefits that apprenticeships have brought to both your organisation and individual apprentices. (Max 400 words)

Judges are looking for evidence of the benefits your apprenticeship programme has brought to both your apprentices and your organisation.

A good answer will include the following:

- How you support your apprentices beyond the baseline requirements of the relevant apprenticeship framework(s) e.g. training, mentoring and ambassadorial activities.
- How you deliver your apprentices' off-the-job training requirement with some best practice examples.
- Ways in which apprentices have benefited from the opportunities presented by the apprenticeship programme. Include examples and relevant quotes from apprentices.
- Evidence of progression/promotion/ retention successes. See also, supporting evidence guidelines.
- Tangible organisational benefits that are a direct result of your investment in apprenticeships, linked back to the objectives you set for your apprenticeship programme, for example Return on Investment figures if available.
- How your apprenticeship programme has helped to meet your organisation's current and future skills needs.

Question 3 is worth a maximum of 25 marks

Photo and Table Attachment

Please attach a PDF document, no more than six pages and 3MB in size. (Max 250 words)

You are able to attach a document to help evidence the claims made in your responses.

Please note that you are strongly encouraged to do this. Use a chart, table or graph to help demonstrate metrics such as statistics, quantifiable information and comparative data. Remember to provide a baseline to illustrate progression or to clarify % figures.

Up to two photographs may be included if they are relevant and help to evidence your answers. Text contained in charts, tables or graphs should be counted towards the final word count. Please make sure that all charts are clear and in black and white, as your entry will be photocopied for the judges.

The upload facility should not be utilised for items such as certificates, prospectus documents or training materials.

Do not include hyperlinks to websites, videos or other information in any part of your entry. Ensure you do not exceed the 250 word count for the supporting document as if over word count it will be removed from your entry.

The Photo and Table Attachment is worth a maximum of 10 marks

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Biography

Please include a short biography together with your logo. (Max 130 words)

Your biography may be used in Awards supporting materials such as press releases, on social media and if you are successfully nominated as a regional finalist it could be referenced throughout the event.

The 30 word introduction to the biography should give an overview of your business including: the business type; location; the number of staff and apprentices you employ and; what types of apprenticeships are offered.

The biography should be a maximum of 100 words (excluding the heading) and written in the 1st Person and summarise the benefits that apprenticeships have brought to your organisation.

Please provide your company logo in full colour in JPEG or EPS format. Please ensure this is a high resolution photo. JPEG file size should be between 300kb and 3MB (300 dpi at 6cm x 8cm approx) as it needs to be high enough quality to print from if entry is successful at regional stage.

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Resubmissions Only

A resubmission is an entry which describes an apprenticeship and associated benefits which have been used as part of a previous entry **within the past two years**. Resubmitted entries are considered for another award based upon the progression made since the previous award was received (if applicable). **If it is not considered that the resubmitted entry has reached the sufficient level of progress then no award will be made.**

Please note that this section is not scored for judging or assessment purposes.

Is this entry a resubmission?

Yes ☐ No ☐

If 'Yes', please tell us the year you entered and the result.

Resubmission of a 2019 application

Yes ☐

Application Result

Non Winner ☐
Regional Highly Commended ☐
Regional Winner ☐

National Highly Commended ☐
National Winner ☐

Resubmission of a 2020 application

Yes ☐

Application Result

Non Winner ☐
Regional Highly Commended ☐
Regional Winner ☐

National Highly Commended ☐
National Winner ☐

For resubmissions only:

**Please describe the key progress you have made since the submission of the last entry.
(Max 100 words)**