

National Apprenticeship Awards 100 Word Employer Biography Guidance

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 Biography Details screen which you need to complete online is divided into four sections:

- Confirmation of details provided on your entry form (or update if necessary)
- An Introduction section (maximum 30 words)
- A Biography section (maximum 100 words)
- An upload area to submit your logo.

Please read the guidance below for more information including accessing the online system

<p>Your introduction should be a maximum of 30 words and include:</p> <ul style="list-style-type: none"> • Your company name • Type of organisation • Geographic location • Size of the workforce • Number of apprentices • Types of apprenticeships/frameworks/standards. (If you offer many frameworks/standards say you offer apprenticeships in a number of disciplines including X and Y). 	
<p>Main body to summarise the benefits that apprenticeships have brought to your organisation Your biography should be a maximum of 100 words (excluding the heading) and written in the 1st Person Language</p> <ul style="list-style-type: none"> • We feel / see / view /believe / enjoy / recognise / invest in / proactively / credit and as a result... • We are committed to / reaping / investing / enjoying / passionate / innovative • We have a fresh / innovative / exemplar / outstanding approach / vision <p>This could include succession planning, organisational, cultural and staff benefits.</p>	
<p>Logo Please provide your company logo in full colour JPEG or EPS format. Please ensure this is a high resolution logo. The file size should be between 300kb and 3MB (300 dpi at 6cm x 8cm approx) as needs to be high enough quality to print from if entry is successful at regional stage.</p> <p>The logo should represent the division / organisation applying for the National Apprenticeship Awards 2021.</p>	
Theme	Example statements
Succession planning	<ul style="list-style-type: none"> • Our grow your own approach is paying dividend • We have an innovative approach to succession planning • Apprenticeships / training / workforce development play(s) a vital / critical role in succession planning allowing skills gaps to be effectively filled • We recognise that high quality recruits are crucial / vital for our future competitiveness

Business benefits	<ul style="list-style-type: none"> • Apprenticeships / training / workforce development have directly contributed to / are credited with our improved / increased quality / productivity / customer satisfaction levels / staff retention levels / safety / overall performance improvements • We are committed to achieving high quality standards through apprenticeships / training / workforce development. • We recognise / see that apprenticeships / training / workforce development are key / vital / crucial to our future success / growth / development • Apprentices / employees are an important and highly valued asset to the business • We use apprenticeships / training / workforce development to embrace and harness new industry developments and technologies • Apprenticeships / training / workforce development provide(s) a clear return on investment
Staff benefits	<ul style="list-style-type: none"> • Apprentices / training and development bring(s) loyal staff / improved motivation / a highly skilled workforce • We offer our apprentices / staff excellent progression and/or promotion opportunities. • We encourage all our apprentices to progress to Foundation / Higher or Degree Apprenticeship level. • Apprentices / employees bring an influx of fresh new talent / ideas / innovation
Organisational culture	<ul style="list-style-type: none"> • Apprenticeships / workforce development / training are at the heart of the organisation / organisation's growth and development plans • We have a strong commitment / proactive approach to continuous training and development • We are committed to young people / to harnessing the talent of young people / our staff • Committed to providing young people / employees with meaningful employment and development opportunities • We invest in our local community • Apprenticeships / training and development are an integral / vital / key / essential part of our organisation's culture • We have plans to expand our apprenticeship / training and development programme to other areas of the business

National Apprenticeship Awards employer biography example

Nationwide secure power solutions provider Dale Power Solutions has 280 employees operating from Scarborough and Hemel Hempstead. We currently employ 25 Advanced, Higher and Degree Apprentices in various disciplines.

In 2007 we faced a serious skills shortage and an average age of the workforce of 50. Half the engineering team were approaching retirement.

We implemented an innovative grassroots succession plan centred on apprenticeship recruitment. Working with local schools and colleges we started and continue to promote apprenticeships to approximately 5000 young people each year.

Our business apprenticeships are now company-wide, not just engineering. We receive 70+ apprentice applications every year (no paid advertising), average employee age is 42 and 1/3 of our apprentices are female. Apprentices have injected a level of energy into the business resulting in increased productivity.

Please ensure you complete your biography information and logo via the online entry system as this is part of the main entry form requirement to enable you to submit your entry.

**For further guidance please contact
the Helpline on 0800 954 88 96
or e-mail entries@appawards.co.uk**